



Case Study: Jewels by Park Lane

Jewelry Direct Sales

Jewelry direct sales company saves over \$100,000 per year using SpoolFlex™ to email thousands of sales reports weekly.

Up-to-the-minutes sales data helps sales managers focus on goals and results.

Overview: A solution that paid for itself in just one month

Jewels by Park Lane (JBPL) is a direct sales company selling jewelry via the party plan method. The nature of their business demands they keep up with the latest trends in fashion, which they've done exceptionally well. However, their manual method of printing and mailing weekly sales reports to sales managers couldn't keep up with the company's continual growth. The JBPL sales managers often didn't receive the reports until five or more business days after they were printed, making it difficult to review and compare sales results against personal and team goals.

The independent programmer who created the customized software for JBPL, realized that DRV Technologies' (www.drvtch.com) SpoolFlex software for IBM System i (i5, iSeries, AS/400) could deliver the sales reports much more quickly than human hands could. He promised the JBPL owners that SpoolFlex would pay for itself in savings in just one month. And he was right.

But most important, every Friday morning, Jewels by Park Lane sales managers receive emailed PDF files that contain the sales data for that week. That's the benefit of choosing the right software for the task – information where you need it, when you need it.

Customer Profile: Jewels by Park Lane

Founded in 1955 by two young newlyweds, Shirley and Arthur LeVin, Jewels by Park Lane (www.jewelsbyparklane.com) has endured through the decades as a fashionable jewelry company that stays on top of current jewelry trends, yet still delivers well-loved vintage and classic designs. Well-known for its generous hostess rewards and sales commissions, Jewels by Park Lane constantly motivates their salespeople with incentives and contests.

Problem: "Our sales managers were flying blind."

Every Friday morning, sales support staff at Jewels by Park Lane started a familiar, tedious task – stuffing envelopes for the sales reports printed from the AS/400 the night before. The sales reports were eagerly anticipated by JBPL's sales managers because it showed them their current sales levels – the basis for receiving incentives and winning contests sponsored by JBPL.

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Because the staff prepared the sales reports for mailing in between their regular duties, they often couldn't mail out sales reports until the following Tuesday or Wednesday. Ironically, they

Customer Profile

Jewels by Park Lane –
Schaumburg, Illinois

This family-owned direct sales company has been in business for over 50 years. Tens of thousands of sales representatives throughout the United States sell JBPL jewelry, predominantly through home parties.

Existing Technology

In-house customized software running on an IBM AS/400® platform.

Objective

Deliver weekly sales reports to sales managers with minimal delay and remove time-intensive preparation of reports for mailing.

Solution

SpoolFlex by DRV Technologies

Benefits

Converts reports to PDF, Excel, HTML, and Word.
Distributes reports to file servers or via email.
Bursts a report into separate reports or combines multiple reports into one.
No programming required.
Very affordable (pays for itself in paper savings alone).

Cost

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"Our most important goal was to deliver sales information into the managers' hands as fast as possible, which we are now doing."



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were often pulled away from stuffing envelopes to answer phone calls. They wanted to know what else? Their sales results for the previous week.

"By the time the managers received the sales information in the mail, it was already a week old," said Park Lane Senior Programmer. "It wasn't doing them any good."

He estimates that JBPL was printing thousands of pages per week using laser printers. Although JBPL was most concerned with getting sales data to their managers as quickly as possible, it was obvious that the company could also save significantly by cutting printer, paper, postage, and labor costs.

Solution: SpoolFlex chosen for ease of use and excellent technical support

After receiving a promotional email from DRV Technologies, the Senior Programmer compared the SpoolFlex information on the DRV website to similar software packages from other companies. "I chose SpoolFlex for ease of use," "Price wasn't a huge consideration compared to expected savings, but SpoolFlex was fairly price for the package."

Because he and JBPL had never used report management software before, the level of assistance available from DRV's in-house technical support was also important. "I talked to the technical people at DRV, and they were good at answering my questions."

But before they could purchase SpoolFlex, he had to sell the idea to the company owners. "I assured them that the company would get back the price of the software within one month!" SpoolFlex fulfilled that promise.

Based on the costs associated with printing, handling, and mailing a million sheets of paper per year for those sales reports, Park Lane estimates that by using SpoolFlex, JBPL savings approach six figures annually. As an example of the postage savings alone, he points out, "When we mailed those reports, it just wasn't always one-ounce first-class postage; some managers received 200-page reports that cost well over \$3 each to send."

Evaluation: Serious cost savings and data in real time!

Coombs appreciates the help he received from DRV technical support. "When I ran into problems during set-up, DRV was absolutely wonderful. In just half an hour, I can take any report program and convert it to email instead of print."

Park Lane believes the real value of SpoolFlex is that the sales managers have up-to-date sales data. "We know the figures on Thursday night, and the sales people have their figures by early Friday morning."

They are eager to plug more applications into SpoolFlex. His next application will email each sales manager a report that includes sales team information. Right now, the sales manager must call JBPL to request this information, and it's a manual process to deliver it.

Park Lane's new application uses SpoolFlex to deliver a weekly report that includes the contact information for each member of their group, as well as most recent sales activity dates. "If a manager has someone who is drifting away, they can give them a phone call to check in. It benefits the manager, the sales rep, and it benefits Jewels by Park Lane."



DRV Technologies has over 20 years experience developing superior, affordable document and report management software on the IBM System i (formerly AS/400) platform.

DRV's exceptional customer support and software development staff is located at our corporate headquarters in suburban Atlanta, Georgia, USA.

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for IBM Midrange Software.*

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