



Image Gallery

Client	Image Gallery
Product	Microsoft Dynamics NAV
Industry	Retail & Wholesale
Testimonial	Edward Robinson, General Manager

The Story...

“Definitely one of our biggest sellers is the little mouse wearing a crash helmet peering at a mouse trap entitled ‘Older but wiser – happy birthday’, says Edward Robinson, General Manager of his family owned greeting-card business, Image Gallery.

Established by Edward’s parents 25 years ago to import jigsaw puzzles and board games, Image Gallery is now the biggest New Zealand-owned distributor of greeting cards.

“My mother began business importing cards with no ‘message’ inside which at the time avoided the then onerous import restrictions – but our business is now big business in New Zealand with us going head-to-head with two US multinationals for market share.”

Challenge

20 years ago Image Gallery was an early adopter of one of the very first stock control software packages - a blue screen, DOS accounting system - a marvel for its time but in 2010 understandably well past its prime.

“We needed to quickly automate the stock control over our entire business – to get smarter so we could track and analyse minutely the performance of the millions of cards we sell each year – and we wanted to do this from the point of import right through to the interface with our retailers,” says Edward Robinson.

Straight Talk

“Finally, one of the things that attracted us to Eclipse was the helpdesk service and now one year down the track with this implementation and I can honestly say that our calls to the help desk are now only sporadic, but originally this service was invaluable.”

“However, Eclipse has dragged us into the 21st Century, changed our business and we are now set to absorb future business growth.”





Image Gallery looked at a variety of offerings from SAP, Exonet, Greentree, and of course Microsoft Dynamics NAV.

“Microsoft New Zealand referred us to Eclipse and Microsoft Dynamics NAV (formerly known to the market as Navision),” says Edward.

“A key reason for opting to implement Microsoft Dynamics NAV was the professionalism of the Eclipse team and the rave reviews from their existing clients.”

Image Gallery also selected Microsoft Dynamics NAV rather than rolling out the latest version of their legacy system after Edward realised how Microsoft Dynamics NAV was simply a better fit for Image Gallery’s retail oriented industry. “We needed to have an instant snapshot of our critical financial, operational, customer, distribution and warehouse inventory – all easily accessible by staff,” says Edward

“The overall goal was to enable our existing staff to work smarter not harder – even with expected increases in volumes of business thanks to some critical wins.

Step one in working with Eclipse was settling on the specific modules needed. Image Gallery then worked very closely with an Eclipse consultant to scope the project, finalise its components and begin implementation. Along the way, Eclipse also provided a technical-specialist to advise and help spec the advanced warehousing component

The Image Gallery implementation took less than three months to complete with the bulk of the work being around migrating data from the 20 year old legacy system.

“We were especially impressed with the Microsoft Dynamics NAV data migration tool provided by Eclipse to assist migrate old data from our old systems to our new centralised server. In fact, we are still using this tool to import product data as it’s very easily done via an Excel spreadsheet format,” says Edward.

The Outcomes

Efficiency – time and money;

“Processing a batch of invoices used to take several hours to complete now takes just ten minutes.

“Since the Eclipse implementation we’ve had massive time savings

- from the integration with other systems such importing sales orders from mobile devices, to the excellent reporting via Jet Reports.”



It's no surprise the Image Gallery have been impressed at how quickly improved efficiencies have been realised. These include improved accuracy in costing and a precise snapshot of import costings with reports now generated to give breakdowns on specific import cost components including duties per specific item per shipment

"Further, in the past we simply had to ship sometimes uneconomical orders. However, now with Microsoft Dynamics NAV shipments are automatically collated per retailer and geographical location with an auto-dispatch and fulfilment function –this is just so much more cost effective," says Edward

Visibility – from warehouse to retailer;

"Our warehousing team now has absolute visibility of their workload. Prior to this implementation all they could do was to look at a pile of packing slips to gauge how they were faring. Now we have the luxury of allocating man-power to various parts of the warehousing processes well in advance

When an order hits the Image Gallery warehouse the order is made up, ticked off as complete and automatically registered in the Microsoft Dynamics NAV system. From here the shipment is then automatically invoiced. "This takes half an hour a day to update as opposed to around the eight man-hours it used to take under our old regime. Eight hours to ½ an hour a day is a massive savings for us in time and money," says Edward

"What's more we'd spend almost a day getting things back on track after realising we didn't have a stock line. Now once a stock pick is registered the computer can edit orders and take care of amendments and reprint packing slips – I believe we are actually saving almost a day on this task."

Cost savings – customer distribution and inventory

Part of the Eclipse Microsoft Dynamics NAV implementation included a document distribution module.

"Thanks to this module 65% of our customers now receive their invoices and statements via email. These reports and invoices are simple to produce and our postage overhead has plummeted.

This same document distribution module has revolutionised how Image Gallery handles its seasonal forward orders. "April is the month when retailers order their Christmas cards and these orders sit in the system ready for fulfilment in October. The module written by Eclipse now automatically prepares the packing slips for these orders and gets them into the order system on the date requested as per the order request," says Edward

The system also now has the intelligence to collate a series of orders for one retailer and ship when certain parameters are met – orders over \$50, or if in Auckland over \$20 etc.



“To cap it off Microsoft Dynamics NAV enables us to categorise our products via ‘dimensions’ so we now have the power to slice and dice down to exactly what our greeting cards are from an ‘age one birthday card, for a girl, contemporary design with a \$5 price. Staff also love the fact we now have photos in the system of each card which is great for customer service as we can see what a customer is talking about,” says Edward

“Finally, one of the things that attracted us to Eclipse was the helpdesk service and now one year down the track with this implementation and I can honestly say that our calls to the help desk are now only sporadic, but originally this service was invaluable. However, Eclipse has dragged us into the 21st Century, changed our business and we are now set to absorb future business growth.”

Next Steps

Image Gallery is now considering implementing mobility via Microsoft Dynamics NAV remote users which means putting PDAs into the hands of its sales force so orders can be loaded instantly into the central system

“What we needed was an outfit with a safe pair of hands to lead us from a very old system into 21st Century smarts and Eclipse has definitely delivered on this.”