

mds Customer Profile

HELBY IMPORT COMPANY

The Bead Smith takes its distribution global with the right technology partner



Growing 10% a year is impressive enough. But growing that quickly while your industry stumbles is a rare feat indeed. Helby Import Company, Inc., a Carteret, NJ-based Craft Supply Company that distributes beading supplies for home crafts, jewelry design, and commercial applications, achieved this growth through smart management, choice product offerings, and the right combination of software from an experienced technology partner, The Systems House, Inc.

Helby's customer base varies from import houses and chain stores with their own design requirements, to wholesalers and smaller to medium sized boutiques. They serve both the high end as well as the high volume market. To properly grow their sales, while maintaining the high level of service that keeps their customers coming back, Helby needed a strong technology partner.

Most pressing for Helby was doing business on the Internet. By taking advantage of web technology to allow them to sell 24/7, Helby opened up inter-

national sales to the global community. They also enabled the sales and customer service group to be available 24 hours a day 7 days a week. "We had requests from customers in Australia" explains Avi Weiss, Vice President of Operations for Helby, "but because of the time difference, customers would have to wait a day on inquiries. No one wants to wait that long to get a question answered." On Helby's website, customers can access product information anytime and place orders on their time schedule. Helby has tightened the sales cycle so that international customers now regularly place orders with confidence.

After evaluating offerings from several vendors, Helby chose a solution from TSH that combined two key modules-

MDS (Master Distribution System) and RemoteNet (TSH's Web Based Customer Information System) with the integration capabilities of MDS Application Server. With the TSH solution, management of Helby's operations improved dramatically. "We've reduced inventory and

purchasing lead time" Weiss said.

Helby has also reduced its sales cycle and increased fill rates to 94%. Customer Service now has real-time visibility to sales orders and receivables by relying on the accurate and pertinent picture of its supply-chain from the MDS system.

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Helby Import Company

Carteret, NJ
<http://www.helby.com>

Industry:
Beads and Bead Stringing Supplies

Employees:
70

TSH Customer Since:
2001

TSH Products & Services:

- U2 Database
- MDS Application Server
- RemoteNet Web Site
- MDS WMS Suite

Key Benefits:

- Increased Sales 10% Year over Year
- Achieved 90% accuracy in order processing
- Integrated Credit Cards lowered invoice payment time from 72 days to less than 60
- Provides the flexibility to integrate new Web Sales tools
- Raised Shipping output schedule to 95%



The Systems House, Inc.

Software Solutions for Distributors

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Flexibility proved to be another important feature of the new system. Helby was able to bring on additional product lines and partners by seamlessly integrating them into the MDS system. "We successfully implemented a new sales model," Weiss said. "Now, not only are we a global distributor of products, we are also a sales force to contend with. We handle it all on one piece of software. We get all the financials together and can quickly do consolidations. Management sees a global view of everything we're doing."

Improving Sales and Earning New Business Partnerships

With supply-chain data flowing directly into MDS applications, Helby is reaping the benefits of improved integration and consolidated order management.

Inventory investment levels have been reduced by 15%, at a time when sales have increased 10% annually. Because orders flow in 24 hours a day over the Internet, Helby has been able to optimize warehouse scheduling. The workload in customer service has dropped significantly as customers are able to answer their questions, and place their orders when convenient, using RemoteNet's, MDS' Web information management system. Lastly, integrated Credit Card capability has reduced the number of days in receivables from 72 days to less than 60 days.

The software tools provided by The Systems House, Inc., have given Helby the technological edge to ensure they remain competitive for the future.

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Carteret, NJ
<http://www.helby.com>

For more information on Master Distribution System and RemoteNet Customer Information System from The Systems House, Inc., contact TSH at 1-800-MDS-5556, or email sales@tshinc.com

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