

CASE STUDY: ELBY GIFTS

“We chose the Janam XP30 for its wireless capabilities, color display and rugged design. Our sales force chose to boost their own productivity even further by using the Janam XP30’s programmable keys and capabilities.”

Industry:	Sales Force Automation (SFA)
Application:	OrderStream and OSCatalogue from SL Datakatch
Challenge:	Migrate legacy handheld computers to advanced mobile devices with data capture, wireless and color displays
Solution:	Janam XP30 mobile computers delivered feature-rich wireless capabilities, programmability and color displays

The Gift of Giving: Increased Sales, Better Relationships

For 20 years, privately owned Elby Gifts has kept a focused eye on the giftware market, often spotting and purchasing what will become the season’s hottest trend before anyone else. There are thousands of potential items to choose from—wedding favors, anniversary and special occasion gifts, tableware, décor, wine accessories and frames. Two different giftware lines are distributed through the Elby Gifts and Direct Gift Imports (DGI) brands, each with its own ordering and billing processes.

Elby Gifts’ sales representatives must keep abreast of all the product changes and preferences for anywhere from 300 to 900 customers each, depending on their territory. In total, 18 sales representatives serve more than 15,000 customers currently listed in the company database, and they use handheld mobile devices to take orders, add new customers, print orders and update inventory daily. However, Elby Gifts needed more advanced devices and features that their legacy systems did not have, so they turned to SL Datakatch, located in Gananoque in the heart of the Thousand Islands, Canada, to find a mobile solution that would provide the necessary capabilities.

SL Datakatch provided Elby Gifts with a powerful combination of its OrderStream and OSCatalogue web-based hosted software and Janam’s XP30 mobile computers. OrderStream features include on-site ordering, invoicing, product and pricing updates, along with more advanced capabilities such as volume-based, customer-specific and contract pricing. For the Janam mobile devices, wireless capabilities, color display and ruggedness were essential to a successful deployment.

“Janam XP30s are easy to use, reliable and feature-rich right down to the details. There’s a choice of keyboards – backlit numeric or PDA-style – to accommodate various forms of data entry. You can use the scan vibrate feature when visiting customers to keep the noise level down, which results in fewer distractions,” said Shaun Adair, President, SL Datakatch. “We’ve used other PDAs and handhelds, but all of the XP30’s capabilities, including the rock-solid Palm OS and Bluetooth for printing, made it a perfect fit for OrderStream and Elby Gifts.”

“Janam XP30 scanners are superior to anything else in the market for readability and accuracy... a perfect fit for OrderStream and Elby Gifts.”
—Shaun Adair



What’s the one SFA gift that keeps giving? Janam’s XP30.

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Elby Gifts Mobility Needs:

- Wireless capabilities
- Color display
- Speed and reliability
- Ruggedness
- Programmable flexibility
- Keyboard options

Every day, sales representatives for Elby Gifts use their Janam XP30s to download the latest inventory and pricing and then go from location to location, scanning orders from the catalog, checking pricing, printing orders, setting up new customers and changing shipping preferences. And at any given time, a customer may call with a rush order for 400 wedding favors or another gift.

With OrderStream and the Janam XP30s, it's fast and easy to fulfill these requests—at any time. In fact, the handheld computers are so user-friendly that several sales representatives even created their own programmable features. Today, the sophistication of the new mobility solution automatically identifies whether an order should be placed through Elby Gifts or DGI—instantly, ensuring higher levels of accuracy and efficiency from order placement to delivery.

In the future, Elby Gifts anticipates that the latest product, inventory and pricing information will be automatically distributed daily to sales representatives and select, high-volume customers—made possible with OrderStream and their Janam XP30s.

“Our sales representatives always have the most current information, access to customers’ profiles and ordering history, and programmable features to make their day-to-day work even more productive,” said Sue Dion, Sales Coordinator for Elby Gifts. “With Janam XP30’s Bluetooth capabilities, sales representatives can quickly print an order right at the point of sale. It gives everyone more face time to spend with the customer, creating new opportunities and increasing sales.”

Shaun Adair, President of SL Datakatch adds: “With this kind of solution in place, companies like Elby Gifts may realize order sizes up to 25 percent larger.”

For Elby Gifts, differentiation in this heavily competitive and crowded market involves more than a great product line. It takes speed and efficiency in the everyday tasks to empower salespeople with the time to build strong, successful customer relationships. It involves bringing superior sales force automation capabilities right to the point of activity – into the hands of every representative. It requires powerful order entry software and tools for creating, sending and importing data with OrderStream and OSCatalogue. And it needs a rugged Janam XP30 mobile computer that’s flexible, wireless and tough enough to work in any environment.

About SL Datakatch:

SL Datakatch has delivered sales force automation (SFA) tools to customers in North America, including those in the fashion, fine foods, giftware and hardware markets, for more than a decade. Its premier order entry system, OrderStream and OS Catalogue, provides over 100 sales teams with the ability to scan, create, revise, print, track and transfer quotes and orders from trade shows, showrooms and customer sites.

Delivering for Sales Force Automation

“From order placement through delivery and beyond, running OrderStream on the Janam XP30s gives our sales force the most important tool they need—more quality face time with each customer—to increase sales and build customer relationships.” —Sue Dion

Janam XP30 Delivered:

- » **Bluetooth:** less time printing means more time with customers
- » **Color display:** easy viewing means easy use anywhere
- » **Speed and reliability:** fast order processing and less downtime
- » **Ruggedness:** tough enough for any customer location, from the back office to the showroom
- » **Flexibility:** programmable keys and keyboards boost individual productivity

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