

Collaborative e-Business with WorldSoftware

By Bob Jellison, vice president information systems, Schurman Fine Papers

In 1998, Schurman Fine Papers, a leading publisher of social expression products for customers throughout the United States and Canada, implemented WorldSoftware to replace their existing PC-based enterprise system. The comprehensive nature of Schurman Fine Papers' business required an enterprise solution that was robust enough to manage daily operations, yet flexible enough to adapt as business needs and processes changed.

As market demands evolved, Schurman Fine Papers recognized the need to revise its business processes in order to stay competitive in the virtual economy. With a growing customer base and increased exposure through its retail stores, known as Papyrus, Schurman Fine Papers saw the urgency to implement an e-Business solution that would provide customers with self-service, enhanced delivery times, reduced ordering time, fewer order errors, and decreased inventory carrying costs. In addition, Schurman Fine Papers realized that the availability of an on-line, automated sales order solution would provide customers with ordering capabilities 24 x 7, 365 days a year, and would reduce the time and expenses associated with manual data entry.

"We saw an opportunity to implement a new sales channel, completely integrated with our existing information systems infrastructure, in a rapid timeframe. We considered this a service to our customers and sales representatives as well, giving them the ability to place orders, inquire on existing orders, and to track shipments online," said Bob Jellison, vice president information systems for Schurman Fine Papers.

Schurman Fine Papers also realized that imple-

menting a collaborative e-Business solution with WorldSoftware would allow them to be a leader in providing sales order functions on-line with the latest technology. In addition, e-Business would increase the company's competitive strategy by offering a web-based ordering solution that would result in improved order processing and delivery times. Ultimately, these benefits increase the value of the products and services Schurman Fine Papers provides their customers.

After an extensive search, Schurman Fine Papers selected AMX International's WorldOnline™ B2B solution, now known as eSchurman. In addition to client benefits, eSchurman provided internal benefits such as full integration with J.D. Edwards WorldSoftware™ and compliance to J.D. Edwards security rules by providing editing and validation directly against the data dictionary. More importantly, eSchurman was implemented rapidly which allowed for quick access to markets and business processes previously not available to Schurman Fine Papers and their customers. With AMX's assistance eSchurman was also customized to meet specific process and customer requirements. The ability to have a fully functioning e-Business solution available in an aggressive timeframe helped make the selection of AMX's WorldOnline an easy one.

Schurman Fine Papers' customers are now able to order products utilizing a standard "shopping cart" environment and point-and-click Internet functionality. eSchurman has enabled customers to place orders at any time from virtually anywhere, and the easy-to-use functionality has resulted in satisfied customers, reduced manual entry, and automated ordering processes.

"AMX International's WORLDOFFLINE product has benefitted Schurman Fine Paper's with a solid application that automates ordering processes and immediately updates the J.D. Edward's WORLDSOFTWARE system," Jellison said.

eSchurman Key Functionality:

- A quality business-to-business solution
- Ability for customers to place orders, view product availability, and track orders online
- Utilizes the standard J.D. Edwards WorldSoftware back-end
- Conforms to all J.D. Edwards security rules
- Operates on either a Windows NT or AS/400 HTTP server
- Packaged solution with customization options
- Rapid implementation for quick time to market
- Low investment and rapid ROI when compared to other e-Business solutions

Q. What are the quantifiable results?

A. As a result of Schurman Fine Papers' successful implementation of eSchurman, the company has experienced increases in the efficiency and performance of their operations. Although eSchurman only recently went live, in the next six to 12 months Schurman Fine Papers expects to see additional benefits which include better and more timely information available directly to Schurman customers as well as sales representatives, increased sales and opportunities for e-marketing. Schurman Fine Papers is now providing customer self-service and support at an all time high and is now better positioned to manage their business operations and to proactively determine the future direction of the company and their e-Business strategies.

Q. How does the future look?

A. Schurman Fine Papers' original need for e-Business was to provide their customers with an on-line application that made placing orders efficient and easy. The flexible yet robust nature of eSchurman has also made available other e-Business modules for future expansion and enhancements, including HR/Payroll, Time Entry, Wireless, Job Cost, Procurement, and Employee Self-Service, all of which are available through AMX International's WorldOnline solution.

"The open architecture of eSchurman has allowed us to explore other areas, both internally and externally, where e-business would be beneficial. We now have the opportunity to review our overall strategy and determine when and where these other modules will add additional business value,"

Jellison said.

"The flexible nature of eSchurman has provided Schurman Fine Papers with opportunities to do business on-line that have never been available before. As a result of this successful implementation, eSchurman has taken business operations to a whole new level.

"This project was an excellent opportunity for Schurman Fine Papers to not only add value to our company but also provide greater customer service and commitment. We were fortunate to have a partnership with J.D. Edwards and AMX International, we continue to enjoy this relationship today and look forward to extending this scope of work into the future," Jellison said.

About Schurman Fine Papers

From its foundation as a greeting card importer and publisher, Schurman Fine Papers has evolved into a highly creative force and an innovative design house. The company designs and publishes a comprehensive range of quality social expression products to thousands of clients throughout the United States and Canada.

Schurman Fine Papers uses only the best materials from the United States, Europe and Asia and distributes their products through various bookstores and specialty shops. In addition, the company's Papyrus retail stores are universally admired for its bright, sophisticated look and for its outstanding merchandise mix. Papyrus is dedicated to bringing a new level of elegance and artistry to the retail greeting card and paper goods industry. There is a total of 55 corporate and 90 franchise Papyrus stores currently in operation. Schurman Fine Papers is a family owned privately held business with over 300 employees. The company began operations in the 1970s and have their corporate offices and a warehouse located in Fairfield, Calif. They have an East Coast distribution center near Nashville, Tenn. and operate a design center in San Francisco, Calif.

SCHURMAN FINE PAPERS QUICK FACTS

- Began operations in 1970s
- Leader in social expression products
- Operates 55 corporate retail stores, with an additional 90 franchised locations, called Papyrus
- Corporate office location: 2500 North Watney Way, Fairfield, California 94533, 1-800-333-6724, www.papyrusonline.com, www.eschurman.com



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