



## Jewelry Distributor Shines With End To End Solution

*Integrated EDI, Warehouse Management, and Accounting*

**Client Information:**



*Lois Hill Accessories*

**Headquarters:**  
*New York, NY*

**Industry:**  
*Jewelry Distributor*

**Web Site:**  
*www.loishill.com*

**Software Solutions:**  
*Sage MAS 200 ERP*  
*MAPADOC EDI*

Lois Hill Accessories' attractive sterling silver jewelry is carried by Nordstrom, Bloomingdale's, and Marshall Field's. Over the last five years, the company's revenues have grown by an average of 50 percent each year.

**The Challenge**

Over its years in operation, Lois Hill has seen the retail marketplace change dramatically. With the landscape now dominated by a few mega retailers, distributors must meet strict labeling, packing, shipping, and invoicing protocols. A late order could mean hundreds of thousands in lost revenue dollars and charge back fees. Lois Hill Accessories must have adequate stock and be equipped to respond quickly or risk losing major customers.

When Jeff Green was hired on as CFO two years ago, he recognized that although sales were up, the high overhead required to keep up with increasing sales was eating away profits. New retailer requirements combined with the launch of a new private label program for Target threatened to overwhelm Lois Hill Accessories' warehouse operations. Green had an important choice to make—hire more staff to keep up with order entry and shipping operations, or invest in the



company's technology infrastructure to streamline and automate many of the tasks. Opting to streamline and automate, part of Green's strategy involved outsourcing Lois Hill's warehouse and distribution operations to a professional warehouse management company.

In order to make this shift, Lois Hill Accessories would need the ability to communicate its order information electronically to the warehouse, and receive updated inventory stocking levels and shipping notifications back from the

Challenge	Solution	Results
Increasing customer requirements and growing order volume began to threaten on-time shipments.	A fully integrated business management solution including EDI, warehouse communication and accounting.	<ul style="list-style-type: none"> <li>➤ Order throughput increased</li> <li>➤ Staff level decreased</li> <li>➤ Overhead costs cut</li> </ul>

## About SWK

SWK Technologies, Inc. is a unique IT consulting company providing strategies and solutions to meet its clients' information and business management needs.

As a Sage Software Select Partner, SWK Technologies offers best of breed solutions for accounting and business management, human resources and payroll, customer relationship management (CRM), job management, and warehouse management.

Specializing in collaborative commerce—the communication and cooperation between suppliers and customers, SWK Technologies has developed a robust EDI solution that integrates seamlessly with the business management solutions it sells and supports. MAPADOC EDI is used successfully by companies in dozens of industries trading with hundreds of different trading partners.

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warehouse and distribution operation.

### The Solution

After years of successful use of the MAPADOC EDI solution from SWK Technologies, Inc., Lois Hill Accessories now turned to SWK for help with its latest initiative. SWK Technologies, an experienced consultant in electronic data interchange, worked with Green and the warehouse to design and implement an electronic interface between the company's Sage MAS 200 software and the warehouse management company's software. “What's unique about SWK is that although they are IT professionals, they're business people first. They understand the distribution industry and were able to help us implement these strategic changes.”

Communication between the two systems is seamless. Orders are received electronically into Lois Hill Accessories' Sage MAS 200 software courtesy of the MAPADOC EDI software. Those orders are then transferred to the warehouse which picks, packs, ships, and returns updated inventory quantity information and

shipping notices to Sage MAS 200. The EDI software picks up the process again and generates advanced shipping notices and invoices to Lois Hill Accessories' customers.

### Half The Staff – Double The Orders

The company recently enjoyed its largest shipping month ever—up by 25 percent.

To put the overall gain in perspective, Green points out that just one year ago, the company had more than twice the staff and shipped less than half as many orders. “Our overhead costs dropped dramatically, and we're able to ship more products faster. We could not have achieved that volume previously, even with twice the staff.”

It's a true end to end business software solution. With integrated accounting, EDI, and warehouse communication Lois Hill is able to stay lean, competitive, and successful. “Lois Hill definitely could not have experienced the growth it has without the infrastructure SWK helped us develop,” Green continues, “We'd be crippled.”



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