

Liaison

Liaison Software Corporation

Success Story

Liaison Messenger

CUSTOMER

Jayten Industries

CORPORATE PROFILE

USA Headquarters
LHouston, Texas

Type of Business
Sales and Service

Number of Locations
4

Number of Employees
40



Jayten Industries Increases Internal Communications and Decreases Costs with Liaison Messenger

Based out of Houston, Texas with four regional offices located throughout the United States, Jayten Industries sells, supplies and maintains high-quality emergency flotation devices manufactured by their overseas parent company. Jayten's high-quality liverafts are used in leisure, rescue, commercial, and military vehicles.

Challenge

Jerry Presley, IT Manager for Jayten Industries set out looking for a way to increase communication between their main office in Houston and salespeople in each satellite office. Each salesperson would enter a Sales Order in Great Plains, via Citrix, that is printed in the main office. One on-going problem they were having was consistently

To respect the privacy of the customer, the company name in this success story has been changed per their request.

"We believe that, in itself, the ability to notify management of orders with low gross profit percentages will pay for Messenger"

*Jerry Presley
IT Manager
Jayten Industries*

transmitting a copy of a Sales Order back to the appropriate salesperson. In the past, accounting in the main office would have to manually fax back the salesperson copy and for various reasons the faxed copies were not always getting to the salespeople, says Jerry. Management also wanted to automatically send a copy of the Invoice not only to the customer but also to the salesperson.

Solution

By implementing Messenger, Jayten has not only automated the distribution of the customer copy of an Invoice based on each customer's preference - e-mail, fax or print, but also automatically sends the sales copy of the Invoice to the appropriate salesperson allowing them to compare their Sales Order to the Invoice and to check for accuracy and items backordered.

Another benefit of Messenger is its ability to create a filter on a form ply and trigger a specific event.

Jayten now notifies management of orders with low gross profit percentages.

This has allowed Jerry to create a form that is triggered only if a line item on an Invoice falls outside parameters they've set based profit margin.

All items on any order must now fall within a specific profit margin parameter, if they do not, a copy of the order will be e-mailed to the appropriate manager for review. "In some instances we might have someone who has accidentally entered an item that was below cost and we were making a sale that we thought we were making a profit on but were not because the wrong price was entered into the order", says Jerry. "We believe this one feature, in itself, will pay for Messenger".

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