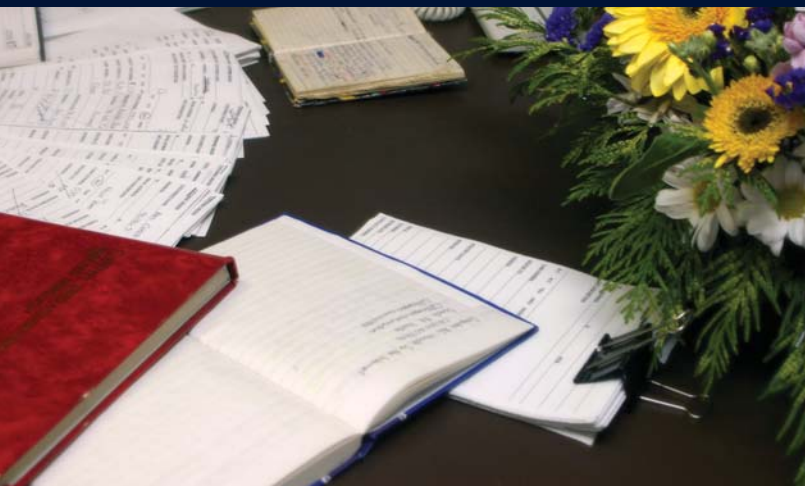


Part Four of a Four-Part Series

# WINNER

OF THE *MY BUSINESS* AND FILEMAKER COMPETITION



The old complex and time-consuming paper-based system and the new time-efficient computer-based system with no paperwork required.

With Christmas just around the corner, Colleen Bernard's Phone A Gift Basket business is heading into the busiest time of the year. Transaction volumes are about to swell from 50 to 100 a week to almost 5000 in the three weeks before Christmas.

This year, however, she will have the benefit of a brand new customised sales ordering and tracking system built on FileMaker Pro 7 and based on the OfficeWorx Professional package to help her through.

For several months we have tracked the development of the package by Nick Tooth of Spot On Software, starting with the original design, through testing and training and now finally to implementation.

The goal throughout has been to replace the plethora of manual paper-based processes Phone a Gift Basket originally used with a streamlined computerised system which saves time and makes managing the business much easier.

So now having come through the process from conception to delivery, how does Colleen Bernard, Phone A Gift Basket owner, think it helps her business?

"The system is going to dramatically save wasted time from double handling especially for things like invoicing and courier run sheets," she said.

"We will have a lot more time to work *on* the business instead of working *in* the business all the time. We will have a custom-designed database so that we can focus on marketing to recipients as well as current customers."

That database will provide a more focused customer service by tracking the kinds of gifts that customers have purchased and enabling the company to make more precise offers based on a client's spending history.

Indeed, now that her time has been freed up, Colleen is able to devote her considerable energy towards making sense of the wealth of information she has about her customers.

Before FileMaker, all of that information was locked up and hidden away in the vagaries of the paper-based processes. Numerous solutions were tried including ACT, Microsoft Access, Quickbooks and MYOB to help manage her marketing database, but they didn't

meet expectations. Now she is discovering that information is power.

"The program allows so much more than I ever expected. The whole system is integrated. For example, we can ask for a list of customers who are in the 2000 postcode who bought or received fruit baskets during the month of July. The the system will give us all the details, then if we want to leave out orders under \$50 we can also separate these.

"Our ideas for marketing are growing by the day and we are now putting our marketing plans into place."

Overall, Colleen says, the transformation of Phone a Gift Basket's back office has been a very quick, tightly focused affair that has brought the business up to date and reduced running costs, particularly wages and stationery expenses. The average cost for a small business Contact/Sales Processing solution is at less than \$27 per working day.

"The added value, not only to the business, but to me personally is a bonus that I look forward to. Had we paid for this system, we would recoup the value within six months, with our monthly savings to date of \$1,250. Christmas will not be the nightmare that it has been in the past."

The OfficeWorx Professional base package comprises a comprehensive Contact Management, Security platform and Task/Reminder System. Other modules such as Sales, Time Sheets and Project management can be added to provide a total business solution, all of which can be further tailored to meet the business's exact needs.

The base package includes over 200 functions and customisable options housed in an elegant, easy to use point-and-click user interface, all used to deliver massive time savings and a professional image.

Using the OfficeWorx Professional system as a foundation for your business can save many hundreds of hours of FileMaker development.

For further information on the OfficeWorx Professional package call 1300 363 193 or visit the Spot On Software website at [www.spotonsoftware.com](http://www.spotonsoftware.com) for details on a trial version and an Information Pack.