



Phoenix Systems and Optio Software Help Firefly Books Build Flexible Technology to Improve Operational Efficiencies and Customer Service

As one of the strongest publishers and distributors of books in Canada, Firefly Books realized early in its history that the use of innovative technology offered long-term benefits and operational efficiencies. Since 1981, Firefly Books has worked with Phoenix Systems, a value-added reseller of Syspro's IMPACT Encore manufacturing, distribution and accounting software. Throughout the Firefly-Phoenix relationship, Leon Gouzoules, Executive Vice-President of Firefly Books has relied on the advanced solutions that Phoenix Systems offers to build on their existing technology.

Output Customization & Automated Distribution

Initially, Dan O'Toole of Phoenix Systems, introduced Firefly Books to Optio in 1993. Firefly faced challenges generating standard business documents and had many redundant processes to obtain information from their central IMPACT application and transfer it to the appropriate form. With Optio, Firefly was able to process invoices, checks, statements, credits and barcode labels directly from their IMPACT application in one single step. Optio's document output management solution offered Firefly the flexibility to customize and distribute information according to their needs. With the volume of invoices generated alone (up to 500/day), Firefly immediately knew they were gaining great efficiencies.

With the Optio solution, Firefly gained the ability to dynamically communicate information via print, fax and email, without the need for custom programming. The solution provided the flexibility to meet distribution needs in an automated manner and eliminated

much of the manual processing that is traditionally required. Processes became more streamlined to get books to the right place at the right time

Firefly Takes Information to the Next Level – The Web

Over the past year, Phoenix Systems helped Firefly take their Optio solution to the Web. As a large publisher and distributor, Firefly manages a massive volume of book titles and SKUs. They needed to be able to quickly retrieve data to know what they had in stock or what they had sold. Optio e.ComPresent™ offered Firefly the capability to instantly access data from anywhere. Now, all of Firefly's reports and documents are available online and can be accessed from any browser-enabled computer. e.ComPresent offers easy indexing and security features to control access to specified users.

Gouzoules from Firefly commented, "Using e.ComPresent, it is very easy to search for

information as it is needed.” He added, “Training staff on the system is simple as well. This is helpful in taking full advantage of all of the features available.”

Specialized Features for Easy Access to Information

Gouzoules has even added specialized functions that enable users to query the system and sort the information as it is required. “When generating up to 500 invoices each day, it was important to be able to go back and sort through this type of information in an efficient manner,” stated Gouzoules. “Firefly commonly receives requests for additional copies of invoices or statements and retrieving these documents electronically is very smooth with e.ComPresent – otherwise the staff was left to search through paper files for the appropriate documents which could take extended amounts of time especially when there were a lot of requests coming in.”

Internal Improvements to Enhance Customer Responsiveness

Gouzoules explained that Firefly’s Phoenix and Optio solution has long-term benefits based on the level of flexibility built into the system. The staff at Firefly Books is also able to work more efficiently by having instant access to reports and the capability to print the sections they need instead of entire reports that are often hundreds of pages long.

Overall, Firefly Books has gained many valuable advantages by using technology to improve its operations. Offering staff more efficient solutions to access information has not only improved internal processes, but also how quickly the organization responds to its customers, which is a key factor in every company’s success and ability to compete. While other publishers stick to traditional, paper-based operations because that is the foundation of their business, Firefly is getting ahead by taking advantage of the efficiencies and cost-savings that can be realized through e-business initiatives.

FIREFLY BOOK’S BENEFITS

- Long-term solution that will continue to grow as Firefly’s needs grow.
- Advanced flexibility built into IMPACT application, without the need for custom programming.
- Labor-intensive processes are automated.
- Staff can instantly access information as it is required or requested by a customer – from any browser-enabled computer.
- Access to information is facilitated through secure, controlled technology.

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