

“Gecko prides itself on our next day service to our customers, fulfilling jewellery orders before 1pm. This would not be possible without FormScape.”

– Angus Appleby,
IT Director, Gecko Jewellery



C A S E S T U D Y

Business Issue

- > Basic character-based output for JBA ERP delivering poor quality communications.
- > Significant resource overhead of filing and storing four hundred invoices per day

Results

- > Enhanced business forms including delivery notes and invoices.
- > Competitive advantage through rapid order processing
- > Improved customer service in the form of monthly statements in email form, and enhanced account management through the generation of standard letters
- > Reduced costs in terms of filing effort, paper and storage space through the implementation of FormScape DocsOnline.

The logo for Gecko Jewellery, featuring the word "gecko" in a lowercase, sans-serif font, followed by a stylized "o" that resembles a gemstone or a ring.

INDUSTRY;

Distribution

COMPANY;

With over 3,000 product lines, Gecko Jewellery is the UK's leading supplier of contemporary jewellery, dispatching to retailers worldwide anything from bangles and brooches to rings, nose studs and necklaces. Established in 1993, Gecko has built a reputation for good quality, service and competitiveness. It is best known for its silver and gold collections, Elements and Concepts. Gecko employs the finest jewellery designers at its London studios, creating fashion-led pieces for men, women and children.

ERP SYSTEM

Gecko runs Geac's (formerly JBA Holdings) System 21 running on an AS/400 platform.

FormScape helps Gecko Jewellery to provide faster delivery, improved customer service and Customs & Excise-approved archiving.

In summer 2000 when Gecko Jewellery moved from a Sage-based office system to JBA System 21, FormScape was recommended as the appropriate output solution to enhance the character-based output. The initial project was to develop standard business forms such as invoices, delivery notes, picking notes and customers statements incorporating company logos and enhanced text.

Operating within a highly competitive sector, Gecko focussed on offering rapid fulfillment of orders by making the internal processes as fast and streamlined as possible. Picking notes were printed as peel-off labels with barcodes, which formed the basis for the invoice & delivery note, improving the speed of each order through the warehouse and enabling between 400 and 700 shipments to be made per day.

Once the basic forms were created and operational, Gecko looked for further ways to improve efficiency and customer service. Processes were developed by which standard letters were automatically generated every time a new account was created or the trading terms of an account were changed. Gecko's customers benefited from an efficient system of communication, while minimal overhead was placed on the administrative staff.

As an extension of this good practice in account management, Gecko then took the existing monthly statement that had been posted to every customer, and generated them as emails. Customers continued to receive monthly statements but they no longer represented a costly overhead in terms of paper, postage and staff time.

The JBA/FormScape implementation provided a solid return on investment by reducing postage and paper costs, lowering administrative overhead and providing a competitive advantage in terms of speed of delivery. Said Angus Appleby, Gecko IT Director "Gecko prides itself on our next day service, fulfilling jewellery orders before 1pm. This would not be possible without FormScape."



“Using DocsOnline saves us the cost of at least one headcount, plus the costs of storage facilities for hundreds of thousands of paper documents.”

– Angus Appleby,
IT Director,
Gecko Jewellery

FORMSCAPE DOCSONLINE DELIVERS CUSTOMS & EXCISE-APPROVED ARCHIVING

Gecko Jewellery was required by HM Customs & Excise to retain copies of all invoices for VAT purposes. Generating 400 invoices per day, 250 days per year, resulted in an annual archive requirement of 100,000 invoices per year. Keeping manual copies of the invoices involved a significant amount of storage space and effort in maintaining a paper-based storage facility.

Gecko proposed FormScape DocsOnline, as a secure and effective archive system. Following a short implementation process, the core FormScape server outputs copies of all invoices generated, in .PDF form to a DocsOnline server where they are indexed by key information such as account name and date.

Following consultation with HM Customs & Excise on the security of the system, an inspection proved that documents stored were secure and could not be altered, and resulted in authorisation of the system for use as a VAT document archive. Gecko Jewellery was able to save all invoice records to DocsOnline, removing the need for paper copies and reducing the filing effort significantly.

Commenting on this second phase of the FormScape implementation Angus Appleby said "Using DocsOnline saves us the cost of at least one headcount, plus the costs of storage facilities for hundreds of thousands of paper documents"

United States: +1 888 237-4350
United Kingdom: +44 (0) 1252 618600
Germany: +49 (0) 6403 7785-0



www.formscape.com

Beech House • Ancells Road • Ancells Business Park • Fleet • Hampshire GU51 2QZ • United Kingdom
3900 Paramount Parkway • Suite 200 South • Morrisville, NC 27560 • United States
Rudolf-Diesel Strasse 7 • D-35440 Linden • Germany
North & South America - Europe - Asia - South Africa