

# STACY CLAIRE BOYD, INC.

## Solution Overview

### Industry

Manufacturing

### Microsoft Great Plains Business Solutions Partner

L. Kianoff & Associates, Inc.  
Birmingham, Alabama, USA

### Scenario

Stacy Claire Boyd, Inc. searched for a financial system that could increase efficiency in the manufacturing process and help improve customer service and satisfaction.

### Company Profile

Stacy Claire Boyd designs and manufactures birth announcements and other stationery products.

### Benefits

Microsoft Great Plains Dynamics provides an improved view of the manufacturing process and gives customers accurate order and account information.

### Software Used

Microsoft Great Plains Dynamics  
Financial Series  
Collections Management  
AnyView  
Starship  
Microsoft SQL Server  
Windows 2000 Server

### Demographic Information

Number of Employees: 40  
Solution migrated from: PeachTree  
Complete

Number of Sites: 1  
Number of Users: 10

***Stacy Claire Boyd, Inc. designs and manufactures personalized stationery on a mass production level. The growing company searched for a financial solution that would allow controlled expansion, better management of receivables and improved order tracking for customers.***

Stacy Claire Boyd started her stationery company simply in her New York apartment where she hand-painted party invitations and announcements for celebrities. Boyd soon employed printing press technologies to help the company reach a larger audience while still maintaining a hand-painted flavor. Stacy Claire Boyd, Inc. continues to expand its line of stationery which, in turn, is cause for positive company growth.

## Trust in Technology

Growth for any company can be a challenge, and the challenge for Stacy Claire Boyd, Inc. is to expand while maintaining the high level of quality and service that customers expect. Technology, like digital imaging products, has allowed the company to streamline the product creation process, and the financial and order tracking procedures needed similar updating.

A firm believer that technology drives service for his customers, Stacy Claire Boyd, Inc. Vice President Michael Bloomston willingly incorporates cutting-edge knowledge into the company's production and business systems. "The use of technology has allowed us to better focus on what we do best: designing and marketing custom-printed stationery," he states. Working with L. Kianoff & Associates, Inc., their Microsoft Great Plains Business Solutions reselling partner, the Stacy Claire Boyd team decided on the new backbone for the business—Microsoft Great Plains Dynamics.

## Microsoft Great Plains Dynamics—A Smart Solution

Stacy Claire Boyd, Inc. utilizes Dynamics with several integrated solutions, including AnyView by Accountable Software and Starship by V Technologies. AnyView allows customers to access information themselves about orders and accounts via Stacy Claire Boyd, Inc.'s Web site. The Starship software handles all the outbound shipping and tracks all necessary shipping information and costs. Both AnyView and Starship integrate with Microsoft Great Plains Dynamics—the power of Stacy Claire Boyd, Inc.'s business system.

Dynamics' ability to hold all aspects of Stacy Claire Boyd, Inc.'s corporate knowledge and integrate with so many software solutions allows it to efficiently track and control a customer's order from pre-production to shipping. Bloomston notes that by incorporating bar coding into the company's production process, order components can be tracked in several different departments at once—Dynamics is aware and accurate the entire time.

*"Without the Microsoft Great Plains system, Stacy Claire Boyd, Inc. could not successfully compete with many of the much larger companies in our industry."* Michael Bloomston, Vice President, Stacy Claire Boyd, Inc.

"If a customer calls with a change to any part of the order, we are able to inform him or her that the change can be made, or if it's too late for that particular change, without additional charges," Bloomston says.

### **Benefits for Everyone**

Microsoft Great Plains Dynamics is a proven benefit to Stacy Claire Boyd, Inc., and that translates into a benefit for customers, suppliers and employees. The company brings new products to market quickly, enjoys a clearer view of current order status and offers customers a business-to-business Web application—something many competitors can't say.

Customers enjoy an improved ability to track orders and account status themselves through the Stacy Claire Boyd, Inc. Web site. The benefit of customer self service also allows Stacy Claire Boyd, Inc. to staff fewer customer phone representatives, saving the company money that goes to the bottom line. Dynamics capably manages payments to suppliers in more timely and easier manner. Employees know, at any given time, the location and status of an order instead of chasing a piece of paper around the plant as was sometimes previously the case.

By providing so many benefits, Microsoft Great Plains Dynamics enables Stacy Claire Boyd, Inc. to grow at a controlled rate without sacrificing quality and service.

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