



## Successories Finds System Success with Assist

### Rapid Response Helps Successories Grow at Critical Time

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Successories, a manufacturer and distributor of motivational products started their business by collecting the quotations, creeds and motivational writings of the world's most influential thinkers. They believed that these writings, once gathered together, would be of tremendous help to motivate and inspire others. Each day thousands of progressive organizations and leaders from all walks of life demonstrate that the use of motivational media is an ongoing need. Annual sales from the Successories catalog operations and nationwide network of 74 retail locations are in excess of fifty million dollars.

As Successories grew, they struggled with their outdated order management and fulfillment systems. Over the years, their system had become hard to maintain due to years of "band-aid" patches, code fixes and custom modifications necessary to keep up with their increasing business activity. The result was an unreliable system that was increasingly going off-line. Their ability to provide adequate customer service was also compromised by the problems they were having with their system.

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#### **Required: A Reliable System That Could Be Up and Running in a Hurry**

Successories had reached a critical time in their business. In addition to the growth they were experiencing, the busy holiday season was just around the corner. They felt that their existing system would not survive the rigors of another busy holiday sales surge if they didn't install a proven, reliable direct marketing order management system. They faced a situation where they could lose much of their holiday business and impact the positive momentum they had gained over the past few years. With their busy season fast approaching, they needed a reliable new system installed and running in a very short time frame.

#### **Assist Delivers**

The Assist multi-channel sales solution fit their needs and the Assist implementation team met their deadlines for installation, legacy data conversion, and system training, and they even worked with Successories through the "go-live" period to insure everything worked as needed. Successories got through their busy holiday season without a glitch thanks to Assist.

#### **The Assist Product Suite**

Successories selected the Assist product modules they needed to manage their sales operations - Accounts Receivable; Accounts Payable; General Ledger; Order Entry; Direct Marketing; Inventory; Purchasing; Invoicing; and Sales Analysis.

#### **The Outcome:**

The complete Assist solution was installed on time to meet their holiday season order ramp, allowing Successories to have a very successful selling season. The Assist system has continued to expand and grow to allow Successories to thrive ever since. Assist's enterprise wide, multi-channel solution continues to provide the robust functionality for their Business to Consumer sales as well as manage emerging Business to Business franchise sales channels.