

The Customer

From their offices in London, Chicago and Hong Kong, Siren-phd integrates direct mail fulfillment, warehouse services, database management and international courier services to offer a single solution to the challenge of global distribution.



The Business Need

Through Siren’s on-line web application (Siren.net), customers can view their warehouse inventory and arrange shipments to recipients world-wide, with full track-and-trace facilities. The company wanted to offer the same high level of service to customers of their growing digital and lithographic printing business.



Figure 1 – Siren.net (Existing)

Siren’s customers wanted visibility into pricing and print status (all the way through to the warehouse – and into Siren.net); while Siren needed to institutionalize a repeatable estimating process; track orders to delivery and ensure prompt and accurate invoicing.

The Solution

Avatar CTS teamed with Stripe Consulting, Siren’s local I.T. service provider, to develop an entirely new Siren.net module: Siren.print.

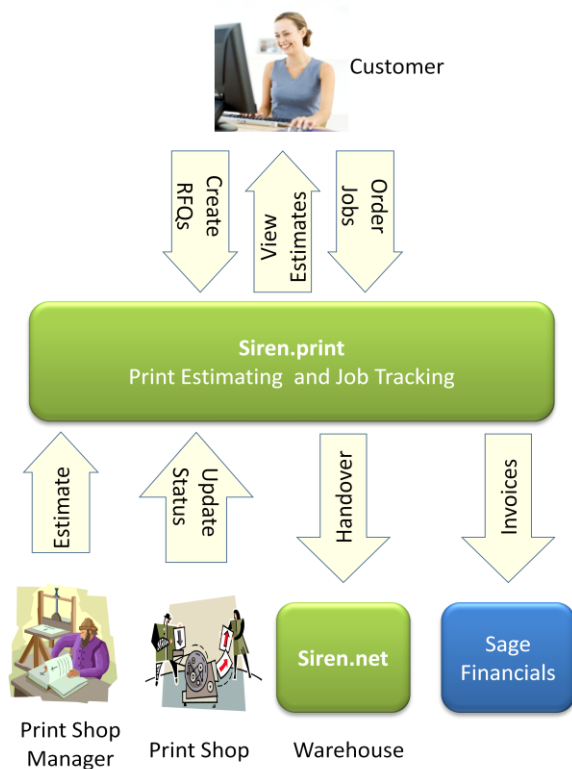


Figure 2 – Siren.print (New)

“Siren.print was a strategic investment for us: we needed to automate our printing processes and dovetail them with our existing systems in order to grow our printing business.

I was very impressed with the thorough stepwise approach that Avatar and Stripe applied to the project – as well as being extremely happy with the finished solution.”

Mark Leyshon, Founder and Managing Director, Siren-phd Ltd.

Siren.print automates the entire process of requesting an estimate; preparing the estimate (with pricing rules); ordering a job and tracking it to completion.

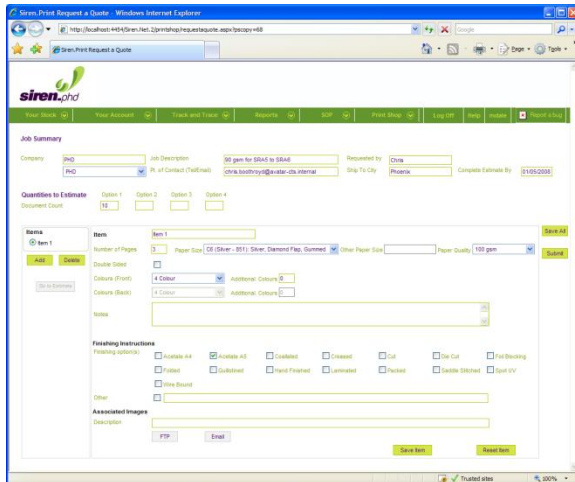


Figure 3 – Customers can submit RFQs on-line

Siren.print is integrated with Siren.Net – so that finished jobs are entered into warehouse inventory – and raises commercial invoices, which are also transferred into Siren’s accounting system (Sage Financials).

Benefits

- Customers can submit their print jobs on-line; follow them through the printing process and even view the printed materials as inventory, through Siren.net.
- Siren is now able to rapidly prepare estimates and has traceability from RFQ through to invoicing.
- Manual data entry is greatly reduced – reducing non-value added effort and eliminating transcription errors.

Partners



Stripe Consulting (of Bristol, UK) provides network consultancy and support, as well as enterprise application development and integration, to their customers in Europe.

In addition to providing project management services; Stripe Consulting played a key role in bridging the gap between the development team and the end users.



The solutions described in this document were implemented using Microsoft technologies, including: Microsoft Small Business Server 2003; SQL Server 2005; Visual Studio 2005 and the .NET Framework 2.0.