

CUSTOMER SUCCESS



Sheri's Hallmark "Cares Enough to Send the Very Best"

Back in 1910, J.C. Hall, a Nebraska teenager rented a room at the YMCA and launched a postcard mail-order business using samples he stored under his bed. Hall's original vision was relatively humble—to mass-produce Christmas and Valentine's Day cards. Prior to Hall's innovation, holiday cards were hand crafted by the sender, inscribed with original verses and wishes.

By 1915, Hall Brothers was manufacturing its own cards, on its own presses, in its own plant. As it turned out, Hall's ideas spawned an entire industry of greeting cards and stationery. People around the world now send cards for everything from St. Patrick's Day to Halloween, with the biggest sales being in May for Mother's Day. Hallmark continues to be the clear market leader, still using the slogan it coined in 1944: "When you care enough to send the very best."

The Hallmark success story lives on at thousands of franchised card shops all over the globe. Many of these are distinguished as Hallmark Gold Crown Stores, offering a wide selection of Hallmark products and specialty gift items for the public.

John Pederson owns three Hallmark Gold Crown Stores throughout the Denver area.

There's Got to Be a Better Way

Sheri's Hallmark, Pederson's business, was a small enough enterprise that Pederson wrote his own checks for the business and gave paper copies to his accountant. The accountant then keyed the data into his computer, consolidated the results, and presented condensed financial reports—along with his invoice to Pederson.

Pederson suspected he was paying the accountant for something he could do himself with the right system. He looked for a software solution that would empower him to be his own bookkeeper and business advisor. His goal was to save on monthly accounting fees without compromising the quality of management information.

Customer:

Sheri's Hallmark

Industry:

Hallmark Gold Crown Stores

Location:

Littleton, Colorado

Number of Locations: Three

Number of Employees: 21

System:

Sage BusinessWorks

- Accounts Payable
- General Ledger
- Payroll
- System Manager
- Cash Management

CHALLENGE

Find a user-friendly system that can provide the basic accounting, payroll and reporting functions for three retail shops and will eliminate reliance on outside accountant.

SOLUTION

Sage BusinessWorks financial and payroll modules.

RESULTS

Saved \$5,000 per year in accountant fees; automated payroll, check writing, and reporting capabilities; detailed financial analysis; instant balance sheets and AP status; more strategic management.

The Very Best Accounting Solution

“One of my long-time friends is a reseller for Sage BusinessWorks, so he understood my predicament immediately,” says Pederson. “After he demonstrated what Sage BusinessWorks could do, I saw that it was clearly the way for me to go. I found I didn’t have to jump in all at once; I could learn the system gradually, adding modules as needed. It was perfect for my scale of operation.”

Pederson no longer writes checks by hand to his employees, vendors, and suppliers. Now Sage BusinessWorks does it all for him. All he has to do is enter data into the system once, and Sage BusinessWorks posts and prints the checks. “I just push a button, and boom—I’ve got everything my accountant used to provide me,” he comments. “It couldn’t be easier to use. And it’s saving me at least \$5,000 a year in accounting fees. To a sole proprietor like me, that’s a huge improvement!”

Even though Pederson is now doing his own financials, he has found that Sage BusinessWorks actually frees him to spend more time managing his stores. Now he can make entries at his leisure, and knows that data will be accurately reflected throughout the entire accounting system.

In addition, Pederson recognizes that by using the “department” category within Sage BusinessWorks, he can easily obtain financial information by store. The payroll can be automatically set to distribute payroll expenses to each store, which makes it easy to run income statements on each separate entity. This ability to contrast the performance of each location has proved to be invaluable for achieving a more strategic management focus.

Furthermore, Sage BusinessWorks has given Pederson a more up-to-date handle on his operations. No longer does he have to provide his accountant with data at the end of the month—and then wait two weeks to find out how profitable each of his stores has been. Now, at the click of the mouse, his software instantly creates a balance sheet and keeps track of aging of accounts payable. He can tell at a glance which bills are due and how much is owed, for a better understanding of his financial standing.

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“Sage BusinessWorks is affordable, easy-to-use and very handy,” says Pederson. “It’s saving me a lot of time and expense.” Without a doubt, Sage BusinessWorks is proving that Sheri’s Hallmark cares enough to do its accounting with the very best.

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

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