



Customer Snapshot

Everglades Direct increases personalization with Infor Product Configurator



Facts at a glance

Product: Infor® Product Configurator

Industry: Communications

Country: US

“Infor Product Configurator allows us to staff more efficiently for seasonal peaks, and allows customers to order directly on our web site. These capabilities are important to our plans for growing the business.”

—Susan Drenning, president,
Everglades Direct, Inc.

About the company

Everglades Direct, Inc., a privately owned subsidiary of Taylor Corporation, specializes in business-to-business direct marketing, sales, service, and fulfillment. The company provides more than a million businesses across the US with human resource and compliance products such as forms, labor law posters, training resources, corporate greeting cards, award and recognition items, compliance kits, and software. Everglades Direct sells through multiple brands such as HR Direct and G Neil. To learn more, visit <http://www.evergladesdirect.com/>

Challenges

- Differentiate the company from the competition by establishing an infrastructure that allows increasing levels of product and service personalization.
- Reduce the time and cost required to develop and maintain personalization processes for different offerings.
- Support a growing online presence and customer service ordering processes.
- Integrate with core business systems to streamline fulfillment of custom products.

Benefits

- Strengthened competitive position with the ability to rapidly and cost-effectively introduce more personalized product lines.
- Replaced multiple custom tools for different products with a single product configuration engine.
- Reduced customer service training requirements and supported more flexible seasonal staffing.
- Accelerated order turnaround time and improved order quality.

“With Infor Product Configurator on board, we now rapidly introduce and cost-effectively support more personalized products and services, which increasingly differentiates us from the competition—while at the same time reducing our costs.”

—Glenn Jones, director of IT operations,
Everglades Direct, Inc.

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