

DogWatch®

Dog Watch

Contains their Invoicing Costs



DogWatch has been providing state of the art, humane pet containment systems that ensure pet safety and peace of mind with owners, for over 20 years. In 2008, DogWatch's growth was quickly revealing a bottleneck in their order processing that was becoming more and more cumbersome. To address this area, DogWatch utilized Binary Stream's eMailer Manager to effectively streamline their invoice processing from an hour and a half each day to 3 minutes and save over \$10,000 in the first year.

"The eMailer Manager met all of our expectations and needs, quickly and with ease. We were looking for a solution that would help us streamline our invoice mailings. With this product we were able to cut down our processing times by well over 75%."

*- Barbara Mason
CFO, DogWatch*

DogWatch has been providing indoor and outdoor hidden fences for pet protection and behaviour control since 1991. Based out of Natick, Massachusetts the company has grown dramatically over the years to become a successful international provider of state of the art pet containment systems and operates in 19 countries with over 200 registered dealers in the United States alone. Their hidden fence system is unique within in the industry because of its patented FM radio control that emits an audio signal to pets when they cross over set boundaries. This FM system ensures that pets are not physically harmed by the containment system, that other technology devices do not interfere with the set-up, and that pets are allowed to roam at will within set boundaries in any open area. Combined with their training programs, the Dog Watch system effectively helps pet owners achieve peace of mind about their pet's safety.

Achieving the Number One Best Buy Rating from Consumers Digest for the last eleven years, DogWatch provides a highly acclaimed pet containment solution that is recognized by pet owners, animal

behaviourists, veterinarians and trainers alike. With internationally known animal behaviourist, Raymond McSoley stating, "The people at DogWatch care as much about your dog as you do, and they will see to it that you and your dog are happy with your purchase"; DogWatch has a thriving business with a dedicated clientele that only continues to grow.

As their company had continued to grow, so had DogWatch's administrative needs. Everyday the company was processing 90 to 100 orders from their dealers. Within their current Microsoft Dynamics GP system they were managing these orders by individually printing and mailing invoices to their partners. This situation was labour intensive and extremely time consuming taking on average one and a half hours a day to complete. This annually equated to 390 man-hours spent preparing these mailings in addition to the mailing costs themselves, which were averaging around \$1,000 a month with paper and postage. "We knew we had a situation that likely could be streamlined. With the large quantity of invoices that we had to process every day, I knew if we could find something to simplify this area it would make a difference in our processing," said Barbara Mason, DogWatch's CFO.



A Streamlined Work Flow

"After installing the eMailer Manager we saw results quickly and attained a full ROI within the first six months of using the product. By simply batch processing our 90 to 100 invoices a day and sending them by email with the eMailer Manager, we were able to save over \$10,000 in postage costs alone in the first year."

*- Barbara Mason
CFO, DogWatch*

In the summer of 2008, Barbara Mason asked DogWatch's value added reseller if they knew of any products that might be able to help. They suggested Binary Stream's eMailer Manager, a document delivery solution that could help them by batch processing multiple document deliveries. With the ability to simply and easily batch process and email any sales order processing document, the eMailer Manager offered DogWatch the ability to streamline their rigorous billing needs. Instead of sending all 100 daily invoices by mail, Dog Watch could send one email batch to all of their dealers at once, in one straightforward process.

The eMailer Manager's workflow was simple. Every mailing period, documents would be selected by given criteria, such as document date, document name or customer ID, and a batch mailing or fax could be sent by simply selecting all or some of the documents found under that criteria. In efforts to make the mailings even more efficient, custom email templates were available by document type with the ability to customize templates for

the needs of individual clients. Emails could be sent to multiple contacts and multiple attachments could be attached to a single email, adding several flexible options to the solution to fit a variety of workflows. After hitting the process button the solution would also store the sent documents at a chosen location within the end-users file system and offered the user the ability to print documents for filing purposes as well. For reporting and verification purposes several inquiries were available to help see what had been processed, after the fact.

For DogWatch, who was focusing on streamlining their invoice document deliveries and working to move to a paper-light

process, this solution certainly would cover their needs. The fact that it integrated seamlessly with Microsoft Dynamics GP also ensured a similar look and feel to GP that would ease the user adoption rate. After reviewing the solution, Barbara decided that this was the right way to go and DogWatch purchased the product.



Return on Investment

After a quick half day installation, the eMailer Manager was up and running on DogWatch's Microsoft Dynamics GP system. Having eMailer Manager embedded within the system DogWatch quickly saw significant time savings in their daily document delivery times, moving from an hour and a half each day to only three minutes on average. This time savings of over 95% equated to significant resource savings. In addition to this, over \$800 was saved every month in postage alone and additional savings were seen in their

reduced paper use and printing needs. "Overall the eMailer Manager has been a huge success for us. It is easy to use and has saved us a huge amount of time and money by reducing our mailing times from an hour and a half a day to just

three minutes. It certainly has made our lives easier!" said Barbara Mason, DogWatch's CFO.



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