



NowDocs[®]
advancing document distribution

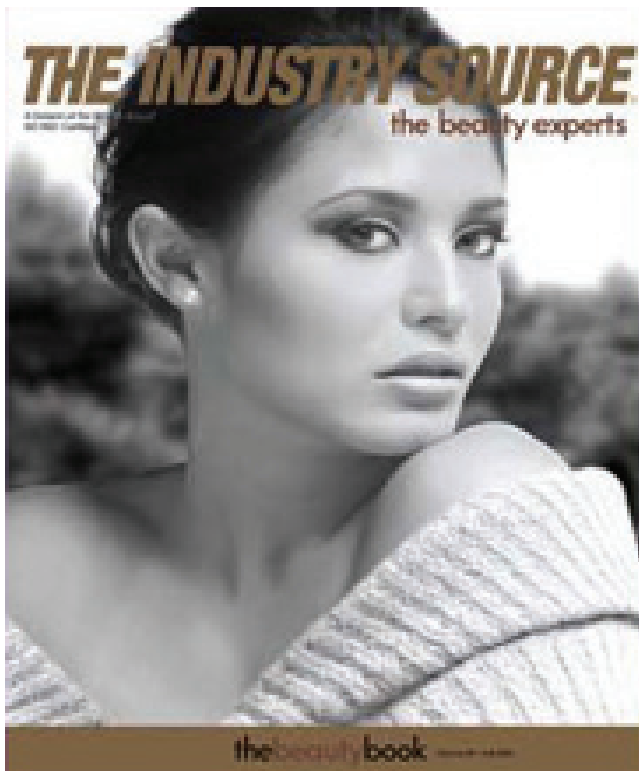
case study

the
nailco
group
ISO 9001 Certified

Improving and automating customer communications with NowFORMS.



NowFORMS



The Challenge

1

“Image is imperative in this business, and we set the standard. Before NowDocs, we had to use multi-part preprinted invoices that required dot matrix printers and we had to reload each of the different forms every time we were shipping to a different type of customer.”

Craig Zampa, VP of Technology
The Nailco Group (TNG)

The Challenge

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The Solution

To meet the need to optimize the time and costs associated with this process, TNG selected NowFORMS to automate the invoice generation process by printing with laser printers on plain paper.

NowFORMS creates each invoice by seamlessly combining the SX.e data, logos, and format to be used based on division, type of customer, and geographic area. The invoice is then automatically sent to be printed and delivered by mail, faxed or e-mailed as an Adobe® PDF attachment.

The Solution

2

“As our industry becomes increasingly competitive, we continually seek out solutions that make us stand out as industry innovators.”

Craig Zampa, VP of Technology
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TNG stores all form overlays on the NowFORMS server and eliminated the need for pre-printed forms. They no longer have to order large quantities of pre-printed forms or find a place to store them.

“As our industry becomes increasingly competitive, we continually seek out solutions that make us stand out as industry innovators. We identified the need for improved communication methods as a key business driver to make us the vendor of choice for the salon and beauty industry.”
Craig Zampa, VP of Technology, The Nailco Group (TNG).

NowFORMS virtually eliminates the cost of processing invoices and statements by distributing them electronically. By emailing and faxing instead of mailing mission-critical documents, TNG saves one-half or more of their processing costs.

Spectacular Savings:

According to Craig, *“We’ve calculated that by moving towards electronic document delivery, we are saving \$0.80 per A/R Statement (postage and labor), thanks to NowFORMS. When you are handling thousands of Statements per month, that adds up quickly.”*

The Results

3

The new invoice design and the technologies that were made available with it have saved TNG significant expenses, while improving customer communications and TNG’s level of customer satisfaction.

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About TNG:

What started as a counter in a health and beauty store in 1985 has grown into The Nailco Group (TNG), a \$85+ million family owned business with over 70,000 customers around the world and over 320 success agents.

TNG delivers 100% customer success through its mail order catalogs, extensive web sites, 24 Michigan and Ohio Industry Source and Industry Source Too stores, and TIS Exclusive full service division. Besides the over 12,000 products and services, the company publishes a magazine for nail and spa professionals called nail & spa biz.

TNG launched CIE, Center for Industry Excellence, the first solutions provider in the industry to offer consulting and marketing services to spa and salon owners.

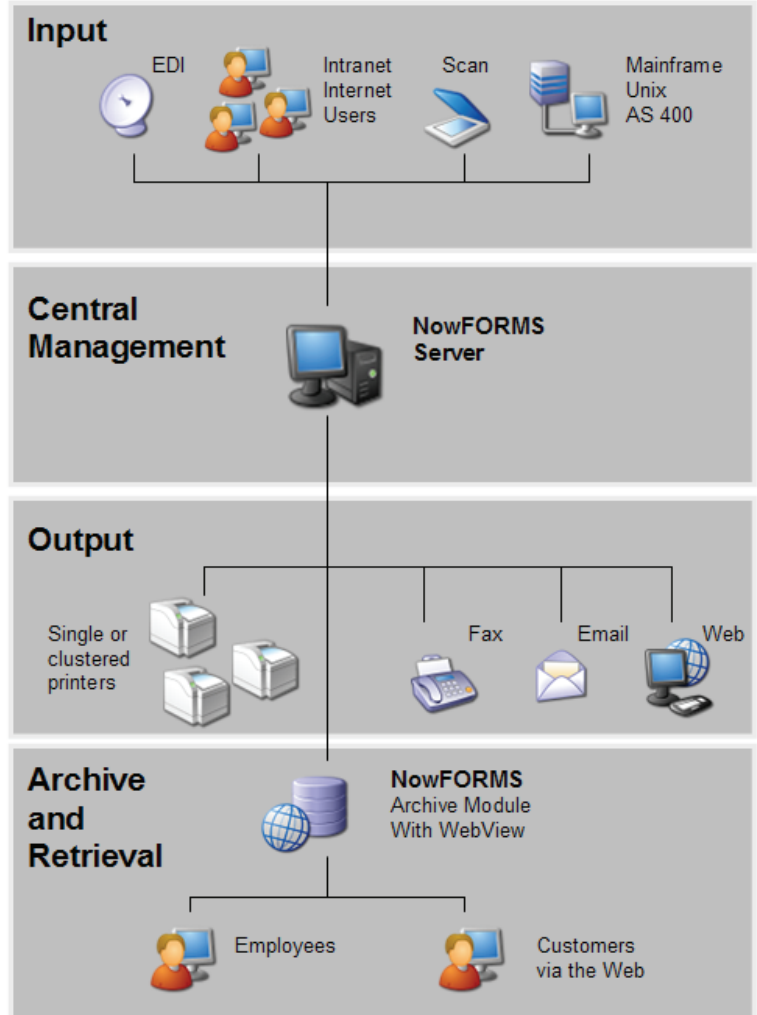
About NowDocs

NowDocs develops, markets, and supports enterprise class document distribution solutions. Our philosophy is to provide the best software and support possible to our customers. Our solutions effectively manage the distribution of documents while seamlessly integrating into existing environments, helping to protect current investments and reducing implementation timeframes to a minimum. From banks to government, hospitals to school districts, manufacturers to distributors, thousands of our clients have come to rely on the standard of quality NowDocs has pioneered for print on demand, electronic forms, intelligent check printing and robust and scalable document distribution solutions.

About NowFORMS:

NowDocs'® NowFORMS™ enterprise software solution is changing the way organizations manage and distribute their mission critical documents. With its Microsoft® .NET architecture, WebView™ browser based interface, PDF email attachments and integration with FACSys® and RightFax, NowFORMS helps organizations reduce costs, improve operational efficiencies and increase end user satisfaction.

NowFORMS enables organizations to truly implement electronic document distribution with archival, retrieval and imaging. It has never been easier to transition your organization to electronic document distribution and gain the benefits of reduced cost, increased customer satisfaction, the elimination of preprinted forms and much more. With NowFORMS, you can deliver your documents the way your customers want them.



For more information on NowFORMS and our other solutions please contact:



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