

**Location:**  
Denver, CO

**Industry:**  
Promotional merchandise, web solutions, creative services, account management, social media, market trending

**Dynamics GP Partner:**  
Njevity, Inc.

**Product Solution:**  
Forms Printer for Microsoft Dynamics® GP

**By the Numbers:**  
5 Line of Business Documents Printed Per Purchase Order

Nearly 7,000 Transactions Printed with Forms Printer Annually

**About ImageSeller:**  
Goods and services including quality apparel, promotional gifts, point of sale, complete program management, on-line stores, promotional inventory management and control, mobile event merchandise sales and support, testing and compliance process management.

*"We could not imagine processing our purchasing volume without Forms Printer as part of our system."*

**Tim Griffiths, General Manager of ImageSeller**



## Forms Printer Case Study

### Company Overview

ImageSeller was founded in 1990 in Denver, CO. They are an award-winning company specializing in high quality promotional merchandise to customers around the country. ImageSeller began with individual project work and few employees and has grown to managing fully outsourced merchandise programs with 35 employees.

### Situation

ImageSeller was previously using a proprietary, customized database application for their ERP system. In this system, they used a manual process to produce highly customized Purchase Order formats: formats specific to both Supplier and Order Type. This procedure included exporting each Purchase Order to Microsoft Excel to manually manipulate the contents, thereby increasing processing time and opening up the possibility of data entry errors. At nearly 7,000 Purchase Orders per year, this system was the underpinning of a very time-consuming practice. Along with Purchase Orders, ImageSeller also includes Order Confirmations, Shipping Requirements Checklists, and Terms of Conditions. All serve to lengthen and complicate their Purchase Order printing process. As their business grew, ImageSeller found that they needed a more robust system to fulfill their needs. In 2009, they engaged Microsoft Gold Certified Partner, Njevity Inc., to help implement a replacement of their existing ERP system which was out of date, highly customized and inefficient. Even with the purchase of Microsoft Dynamics GP, the challenge that ImageSeller still faced was their requirement to create very customized Purchase Orders.

### Solution

Forms Printer immediately provided ImageSeller the critical report design and printing functionality needed to streamline its printing process. The tight Dynamics GP integration of Forms Printer means no more manual exporting. In addition, the flexibility of Forms Printer Reporting tools offers unmatched customization of reports. Using the SQL Reporting Services reporting engine in Forms Printer, ImageSeller's once manual and labor-intensive process is now as simple as any other document printing within Dynamics GP. Forms Printer provides ImageSeller the ability to combine their multiple documents into one file and one printing process saving hundreds of hours of manual editing and collation. ImageSeller recognized the value of Accountable's Forms Printer right from the beginning of their Microsoft Dynamics GP implementation. The return was immediate and significant.

*"By using Forms Printer, we gained processing efficiency and helped eliminate potential manual error."*

**Tim Griffiths, General Manager of ImageSeller**

### About Accountable Software

For over 20 years, Accountable Software, a Microsoft Silver ISV, has earned a reputation for delivering innovative, useful, and dependable solutions to meet customer needs. Often recognized as the original creator/developer of Smartlist, today we do so much more. Our solutions span the Dynamics product line and include: For Dynamics GP - Forms Printer, BI Reporting, ZipAssist and AnyView.

