

# Case Study: Larson Juhl

Leading picture frame supplier saves €25,000 and reduces carbon footprint by 850kg per year with Zetadocs

## LARSON · JUHL

**“Nothing had the level of integration to NAV that Zetadocs had. It is embedded into NAV which makes it easy to send documents without having to switch applications. Zetadocs had all the functionality we needed, and more.”**

Arco Bijsterveld, International Finance & IT Director, Larson Juhl.

### Background

With a heritage that stretches back to 1868, Larson Juhl is the largest supplier of picture frame mouldings, represented in 17 countries across the globe. Headquartered in Atlanta, Georgia in the US and with facilities all over the world, Larson Juhl provides over 7,000 different wooden and aluminium picture frame mouldings, as well as multiple ranges of matboard, glass and other picture frame supplies to retailers around the world. With over 2,000 employees in total, Larson Juhl employs 50 staff at its facility in Bostel, The Netherlands and another 60 staff at its facility in Neu-Ulm, Germany.

### The Problem

With over 3,000 retail customers in The Netherlands and Germany, Larson Juhl sends over 17,000 documents each year including order confirmations and delivery information to their customers from their Microsoft Dynamics NAV environment. This resulted in a huge amount of paper documentation being sent through the post to the customer base.

“The cost of communication with customers was becoming increasingly expensive and time consuming,” explains Arco Bijsterveld, International Finance & IT Director at Larson Juhl. “As it was an entirely manual and paper-based process, there was a lot of money being wasted on postage and consumables. Sending documents through the mail also caused delays in customers receiving the information.”

The company also had a desire to become more sustainable, and the huge amount of paper being used in these processes was a large hurdle to overcome. Larson Juhl therefore looked for a way of distributing this documentation electronically to help reduce costs, increase efficiency and also move them towards being a more environmentally friendly organization.

### What they say about Zetadocs:

“We have reduced our carbon footprint by 850kg per year, and at the same time saved €25,000 by electronically sending documents which provided an incredibly quick return on investment. Zetadocs has increased the efficiency, speed and responsiveness of our sales team which also means that we’re providing a better service to our customers.”

Arco Bijsterveld, International Finance & IT Director at Larson Juhl.

## The Solution

Arco Bijsterveld became aware of Zetadocs via the UK Larson Juhl office which uses Equisys' fax server solution, Zetafax. Following discussions with Qurius in The Netherlands, Larson Juhl began a trial of Zetadocs for NAV.

Bijsterveld continues: "We looked at a few options, but nothing had the level of integration to Microsoft Dynamics NAV that Zetadocs had. The fact that Zetadocs is embedded into NAV makes it easy to send documents without having to switch applications. Documents can be sent individually or in batches in a matter of seconds, and all of the documents are available to quickly retrieve on screen. Zetadocs had all the functionality we required, and more."

Following a successful trial of Zetadocs, Larson Juhl deployed Zetadocs for 10 users in the sales department, allowing information such as stock availability, as well as documents such as order confirmations to be quickly and easily sent to customers. The installation and set-up was undertaken by Qurius, and ran smoothly as Bijsterveld explains: "The set-up was incredibly easy and straightforward, and the system is so easy to use that we were able to get up and running quickly."

## The Benefits

With documentation sent electronically via email, the entire sales process is now much more efficient and customers receive the information as quickly as possible. In addition, sending the documents electronically has drastically reduced postage costs and paper use, helping Larson Juhl achieve their sustainability targets.

"We have reduced our carbon footprint by 850kg per year, and at the same time saved €25,000 by electronically sending documents which provided an incredibly quick return on investment," continues Bijsterveld. "Zetadocs has increased the efficiency, speed and responsiveness of our sales team which also means that we're providing a better service to our customers."

Larson Juhl is now looking to implement the Capture elements of Zetadocs for NAV, as well as extended its use to the invoicing process, to other departments and in multiple countries.



Headquartered in The Netherlands and with more than 900 people in offices across 8 countries in Europe, Qurius is the leading Microsoft Dynamics NAV, AX and CRM Business Solutions Partner. With unrivalled experience in implementing Microsoft Dynamics ERP software in Europe, Qurius is one of the few Microsoft Partners with integrated solutions using ERP in perfect cooperation with Microsoft Dynamics CRM within an optimal infrastructure.

Qurius has publically committed to being 100% carbon-neutral by 2014. Qurius sees sustainability as not focused purely on environmental issues, but also the long term positioning of a business in order to balance Profit, People and the Planet. For more information visit [www.qurius.com](http://www.qurius.com).

**Equisys plc** Equisys House, 32 Southwark Bridge Road, London SE1 9EU, UK  
T +44 (0)20 7203 4000 F +44 (0)20 7203 4005 E [sales@equisys.com](mailto:sales@equisys.com)

**Equisys Inc** 30000 Mill Creek Avenue, Suite 335, Alpharetta, GA 30022, USA  
T +1 (770) 772 7201 F +1 (770) 442 5789 E [sales@usa.equisys.com](mailto:sales@usa.equisys.com)

Equisys produces software packages for document production and delivery, including the award winning Zetafax® network fax server and newly acclaimed Zetadocs® PDF software that creates and emails personalized PDF documents.

Our software products are designed for small and mid-market businesses, and for departmental use at multinational companies. They stand out from the competition by being simple to install and manage, reliable and great value - backed by outstanding service and support.

We have over 60,000 customers, in more than 100 countries, who are served through an international partner network of distributors, VARs, resellers and ISVs.

Our market leading fax server, Zetafax, speeds the flow of critical business documents by enabling users to send and receive faxes on their PCs. It integrates with ERP, CRM, accounting and other applications for automated faxing from those systems, providing auditable records of fax communications.

Zetadocs helps users work smarter by creating and emailing PDF documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer.

Equisys was founded in 1987 and has offices in London, UK and Atlanta GA, USA.



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