

Jetson Direct Mail Services, Inc.

Industry: mixed mode manufacturing

About:

From continuous forms printing and data processing to state-of-the-art personalization and lettershop production, Jetson Direct delivers creative and effective direct mail solutions. Jetson Direct's ongoing investments in technology and equipment provide for an extensive portfolio of creative mailing formats and a broad array of packaging, affixing and inserting options. Jetson Direct's unique, autonomous drop-ship program expedites mail delivery and maximizes qualification for mail discounts.

The situation:

Jetson Direct Mail Services moves a lot of mail.

And they were looking for an extended enterprise application solution to streamline the production and distribution of billions of pieces of direct mail, while also helping them quickly respond to the needs of their customers.

"I was looking for a system that would help me right-size our factory on a daily basis," said Scott Fegely, VP of operations with JDM.

Prior to selecting the PowerCerv solution, JDM relied on manual planning practices to orchestrate direct mail production and shipping. Now, the entire process is automated, from production planning to mailing.

The solution:

Jetson Direct Mail Services chose ERP *Plus* because it's a complete CRM and ERP solution that is integrated with Taylor Manufacturing's powerful APS application.

With ERP *Plus* and TESS, JDM can plan, produce and distribute all direct mail items using one comprehensive solution.

JDM now can create production schedules based on finite capacity constraints and then simulate changes to the schedule by invoking 'what if' scenarios.

Also, personnel can access ERP *Plus* from their PCs to plan, chart and track each JDM customer order and delivery date.

Together, TESS and ERP *Plus* enable JDM to quickly manage change in order to keep customer jobs on track.



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