

**Simson Cards**

Laverton Nih, Victoria  
Australia

[www.simsoncards.com.au](http://www.simsoncards.com.au)

**Industry:**

- Greeting cards

**AMSolve products and services:**

- MiniSell field sales
- MiniPick warehouse picking system
- AMSolve accounting system

**MiniSell modules:**

- Sales order processing
- Ticket processing
- Credits
- Customer details / history
- Diary and appointments
- Stock details



- Simson Cards equipped their sales team with Opticon H19A smartphone devices.

## Simson Cards see improved efficiencies with MiniSell

Simson Cards is the "Australian pioneer" of the MiniSell system having first implemented it in March 2001.

A long term supplier of greeting cards and related products, MiniSell has enabled their National Sales force to efficiently keep up to date with customer and product information while in their sales calls and to send their sales orders electronically to their Melbourne head office.

In January 2008, Simson bought a competitor in the Australian industry – The Card & Paper House (also a MiniSell user company) – and has spent the past 12 months integrating that company's product range and customers into their own.

They now have started the next step towards better servicing their expanded customer base.

Simson have recently purchased a large batch of Opticon H19A devices (Windows phone devices) which will enable their sales people to send orders immediately to head office once the order has been placed in store. Previously the day's MiniSell orders were batched and sent at the end of the day for processing the next day. This new MiniSell equipment will enable a faster turnaround and in some cases will mean that orders placed in the morning (from anywhere in Australia) will be dispatched from their Melbourne warehouse the same day. This is a massive change in the response process and will ultimately lead to more sales for Simson and their retail customers.

### Nick Linden, GM of Simson Cards, had this to say about MiniSell:

"I cannot imagine how we ever functioned without Minisell. The most significant benefit has been improved efficiencies for our sales team and order processing staff. Of course, now we are using the Mobile Network service to transmit our Customers' Orders for same day dispatch, we are able to make our customer a happier one."



■ Simson Cards is one of Australia's leading designers and distributors of greeting cards

## Simson Overview

Simson Cards is one of Australia's leading designers and distributors of greeting cards, stationery and paper products.

Our ranges are sourced from a wide group of award winning International publishers as well as our own internal creative department. Simson Cards prides itself on developing a wide range of contemporary products bringing a high degree of quality and variety to the market.

## Amsolve Overview

Amsolve Software Pty Ltd was formed in 1998. Based in Melbourne, the company has emerged as a leader in Sales Force Automation for Australian and New Zealand companies.

Amsolve has built a wide and varied customer base ranging from greetings and giftware companies to food service organisations

**For more information about MiniSell and our other products and services please call us on:**

**Tel: +61 (0) 3 9550 1808**  
**or visit [www.amsolve.com.au](http://www.amsolve.com.au)**

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