

CASE STUDY: CRAYOLA

A BRIGHT AND COLORFUL FUTURE WITH PARK CITY GROUP



Crayola has called Easton, Pennsylvania its home since the early 1900s. Today, the company's world headquarters and major manufacturing facilities are located there. And downtown Easton is the home of The Crayola FACTORY®, a one-of-a-kind celebration of creative fun for everyone! In 1984, Crayola became a wholly-owned subsidiary of Hallmark Cards and has since played the lead role in Hallmark's personal development strategies.

CLIENT:

"Forecast accuracy is of critical importance to the operations of our business. We knew that if our Sales, Marketing and Operations groups could develop demand forecasts in a collaborative fashion, our forecast accuracy would be greatly improved. We chose Park City Group's Sales Forecasting because of its overall value and flexibility. We were pleased with the way Park City Group worked with us to develop collaboration templates. They demonstrated commitment to meeting our needs and they quickly implemented a solution that is able to meet our evolving requirements."

-John Hanner,
Manager of Demand Planning
Crayola

To find out more about Park City Group solutions, call us at 435-645-2000 or visit us on the web at www.parkcitygroup.com.

CHALLENGE: TAKING CREATIVE LICENSE

Crayola is an independent operation, with onsite management of marketing, sales, operations & manufacturing, finance, research & development, Internet services, customer service, consumer affairs, and corporate communication activities.

With sales offices in Easton, Chicago and Dallas servicing accounts across the country, one problem Crayola faced was multiple – and conflicting – forecasts produced by the company's sales, marketing, and operations groups. Each group needed a different forecast for different purposes – a situation that created internal inconsistencies and inefficient production planning.

The company needed a system that could help it analyze trends, keep track of seasonal buying patterns, and forecast projected inventories – taking into account various promotional efforts. It also wanted a system that would enable easier communication between its sales staff and in-house demand planners. It wanted a way for the sales team to be able to help individual customers better plan their purchases and to integrate those plans into the overall forecast smoothly and efficiently. At the same time, it wanted a system that was flexible, easy to maintain, and quick to implement.

SOLUTION: STAYING IN THE LINES

Crayola turned to Park City Group Sales Forecasting software. The goal: collaborate with the sales team and Demand Planning to statistically come up with a forecast all groups could use.

According to Crayola's manager of demand planning, "The communication of a forecast is a key to what the forecast is all about, because it's really a driving force in an enterprise. Finance people use it. Planners use it. Marketers use it. The salespeople use it. The forecast is just an amazing piece of information."

RESULTS: GOLD STAR FORECASTING

The complete program was up in less than five months, so Crayola could begin to achieve benefits quickly. Since the collaboration process was new to Crayola, changes were required even as the Sales Forecasting module was being implemented. Park City Group was able to respond to changing needs. Information was integrated, but could also be cut by line item, account, or other criteria. The reports gave Crayola personnel the information they needed. It was concise and actionable.

Today, multiple groups with different work styles are working with a common, easy-to-use system. Training requirements are minimal. Park City Group software design and Client Support makes it easy for Crayola departments of every size, shape, and color to prepare, review, and modify forecast information.

