

HMX Group uses eFORMz to handle their multiple brands



Bobby Jones

The Challenge

HMX Group, one of America's leading clothiers, operates under several distinct brand names. For years, HMX was in the position of buying and stocking separate pre-printed forms for each of their eight divisions. Their existing Red Prairie Direct Commerce solution did not provide them with the ability to print a specific brand's logo based upon a particular condition. Stocking and managing an inventory of eight different pre-printed forms represented a significant monetary expense.

The Solution

After a comprehensive assessment, HMX Group decided Minisoft's eFORMz could help ease their management of different divisions. Within eFORMz, any input can be conditionally chosen. In the case of HMX Group, this concerned the selection of a particular brand's form in relation to incoming data. A condition was set in eFORMz to display a form based upon the source code of a given division. Once complete, only the form with the appropriate code in the data file would appear.

Christopher Blue

The Process

```
08/10/11 BRANDNM1 BRANDNM1 08/10/11 0010155993 02 02
```

BRANDNM1

- Conditions
 - Condition Group
 - SOURCE is equal to "BRANDNM1"
- Actions
 - Load Image (If true)
 - Load Image (If true)

HartSchaffnerMarxReturn&Exchange

- Variables
 - SOURCE
 - Right trim
 - Left trim
- Conditions
 - Condition Group
 - SOURCE is equal to "BRANDNM1"
- Rules
 - LOGO
 - Actions
 - Load Image

HickeyFreemanReturn&Exchange
Sansabelt_Return&Exchange

Project eDIRECT

Variable	Value
SOURCE	H S M A R X

- HMXGroupCollate
- BobbyJonesReturn&Exchange
- ChristopherBlueReturn&Exchange
- ExclusivelyMisookReturn&Exchange
- HartSchaffnerMarxReturn&Exchange**
- HickeyFreemanReturn&Exchange
- Sansabelt_Return&Exchange
- WornReturn&Exchange

*eFORMz
Conditional
Logic*



Hart Schaffner Marx



IVANKA TRUMP

Worn

...The Result?

PICKER: _____ PACKER: _____

CUST.#: 0020785176 ORD.#: P105632901014

SOLD TO: JOHN DOE
1024 1ST ST SE
SNOHOMISH, WA 98290

SHIP TO: JOHN DOE
1024 1ST ST SE
SNOHOMISH, WA 98290

7406 Rt. 487, The Mattem Building
P.O. Box 214
Milred, PA 18832-9015
1-888-645-5855

QTY.	ITEM NO.	DESCRIPTION	REASON CODE	UNIT PRICE	EXTENDED PRICE	LOC
1	143389535663 031 44R	GREY STRIPE SMART SUIT GREY 44 REGULAR				XXXXXXXX

08/10/11 BRANDNM1 BRANDNM1 08/10/11 0000144772 01 01

FOR EXCHANGES AND RETURNS, PLEASE SEE REVERSE SIDE. TO SPEED PROCESSING, PLEASE INCLUDE THIS SLIP WITH ALL EXCHANGES AND RETURNS.

1 OF 1

SHIP TO: JOHN DOE
1024 1ST ST SE
SNOHOMISH, WA 98290

NY 108 9-01

UPS GROUND
TRACKING #: 1Z A31 98T 03 0394 9381

BILLING: PP

URC72EA 10/2007
Order# P1056329010149381

JOHN DOE
1024 1ST ST SE
SNOHOMISH WA 98290

Order# P10563290101

Page 1: Collate

Hart Schaffner Marx
Returns Department
7406 Rt. 487, The Mattem Building
P.O. Box 214
Milred, PA 18832-9015
1-888-645-5855
Customer Service
1-800-767-1254

PLEASE COMPLETE THIS FORM FOR ANY EXCHANGE OR RETURN

FREE SHIPPING BOTH WAYS
HART SCHAFFNER MARX RETURN POLICY
We accept returns of unworn merchandise up to 60 days from the shipping date.
Prompt refunds are issued in the original form of payment less the original shipping and handling charges.

EXCHANGE / RETURN INSTRUCTIONS
Choose a reason code for your exchange or return from the chart below and place it in the fourth column on the reverse side next to the description of the item.
For your convenience, please use our Authorized Return Service Label and return the item by UPS. (To find closest UPS for item drop off, please call 1-800-PICK-UPS or go to www.ups.com.)
If your original form of payment was with a credit card, the same credit card will be credited within one week of receipt, excluding delivery charges. If you paid by check, a refund check will be issued within two weeks of receipt of your return. Gift receipts returning merchandise will receive credit refunds in the form of gift certificates.

PLEASE CHECK ONE:
 EXCHANGE
 RETURN FOR CREDIT/REFUND
 OTHER (explain below)

TO EXPEDITE THE HANDLING OF YOUR RETURN, PLEASE FILL IN THE REASON CODE IN THE SPACE PROVIDED ON THE FRONT OF THIS FORM.

FIT		QUALITY		WEBSITE		SERVICE		OTHER	
REASON CODE		REASON CODE		REASON CODE		REASON CODE		REASON CODE	
Too large	1	Overall quality	11	Not as pictured/described	17	Incorrect style ordered	19	Changed mind	23
Too long	5	Do not like fabric quality	12	Actual color different than website	30	Arrived too late	20	Do not like style on me	19
Too small	6					Incorrect style shipped	22	Gift, did not need or want	27
Too short	10					Coordinates not received	24		
Misjudged size	28					Duplicate order	25		
Ordered 2 sizes, kept one	29					Received damaged, defective, soiled	14		

YOUR COMMENTS ARE WELCOME AND HELP US SERVE YOU BETTER:

ORDER FORM (PLEASE LIST STYLE FOR EXCHANGE. DO NOT LIST ANY STYLES THAT YOU HAVE ALREADY REORDERED BY PHONE.)

STYLE NUMBER	COLOR	ALT COLOR	ITEM DESCRIPTION	WEBS SIZE	FITTS SIZE	WOMENS SIZE	QTY	PRICE EACH	TOTAL PRICE

PLEASE INDICATE FORM OF PAYMENT IN CASE THERE IS A DIFFERENCE IN PRICE OF EXCHANGED ITEMS.
 VISA MASTERCARD AMEX DINER'S CLUB CHECK ENCLOSED

CARD#: _____ EXP. DATE: _____ SIGNATURE: _____

great news
our new exchange policy gives you total freedom with no shipping charges

FREE & EASY EXCHANGES

Now you can exchange your item for any other item offers - price differences will be billed or credited.

PLUS we'll cover shipping costs. That's right - returning your original item and receiving your new item will not cost you a penny in shipping.

By Mail
Just fill out the above exchange order form, use our pre-paid Authorized Return Service Label and ship by UPS. We'll send in-stock items right away, charge your credit card and credit the return once it's received.

By Phone
Simply phone us at 1-888-645-5855. We'll send in-stock items right away, charge your credit card and credit the return once we've received it in our facilities.

Page 2: Return & Exchange

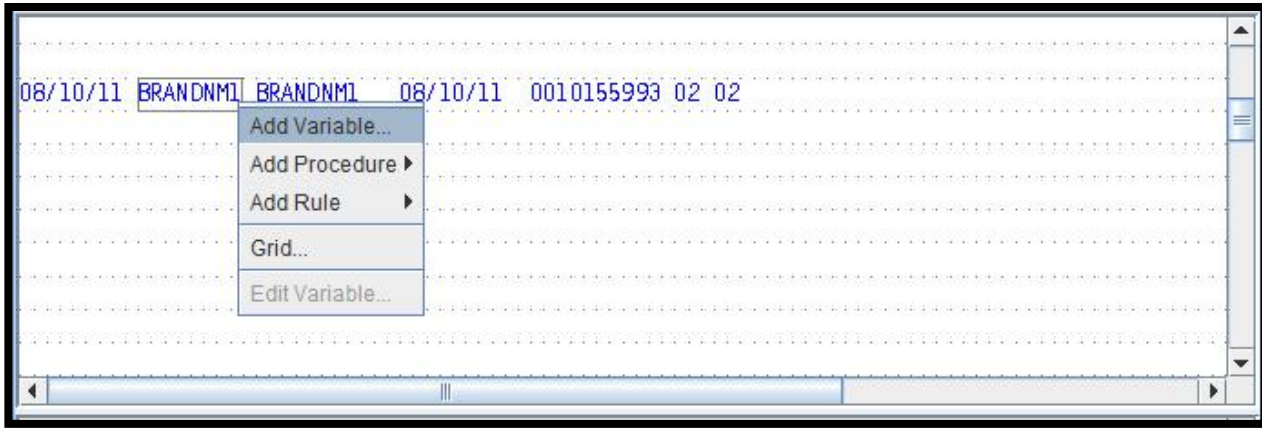
As a result, HMX Group no longer had to buy a separate pre-printed collate for each brand. Instead, they needed only one blank collate for all of their divisions. From there, eFORMz conditional logic took care of the rest. To handle return & exchange policy differences between brands, HMX Group found an additional use for eFORMz conditional logic. Harnessing the duplex printing capabilities within eFORMz, each return was printed on the back of each collate. Of course, a policy form would only be printed if it was associated with that brand. Purchasing return & exchange forms became a thing of the past.

All in all, eFORMz conditional logic helped HMX Group better manage distinctions between brands. They saved time, money and, perhaps most important when maintaining different brands, a serious headache.

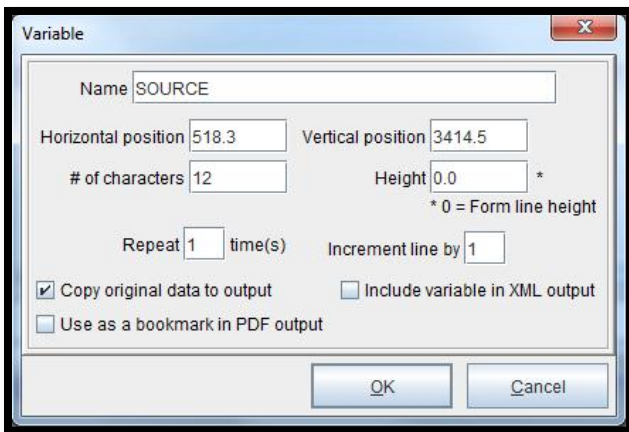


How Might Conditional Logic & Multiple Brands Look in eFORMz?

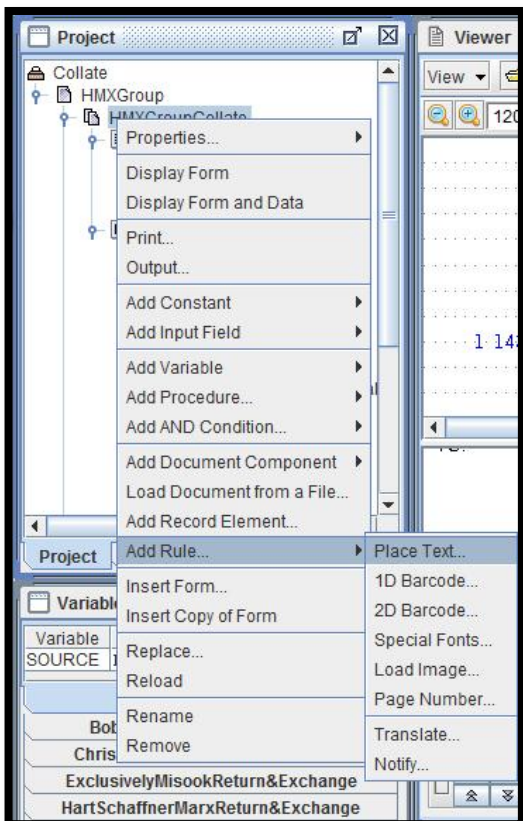
1. In the *Input Data Viewer*, identify the line of source code from the data file. Select *Add Variable*.



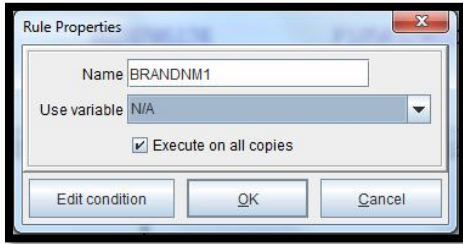
II. Enter a name for the variable.



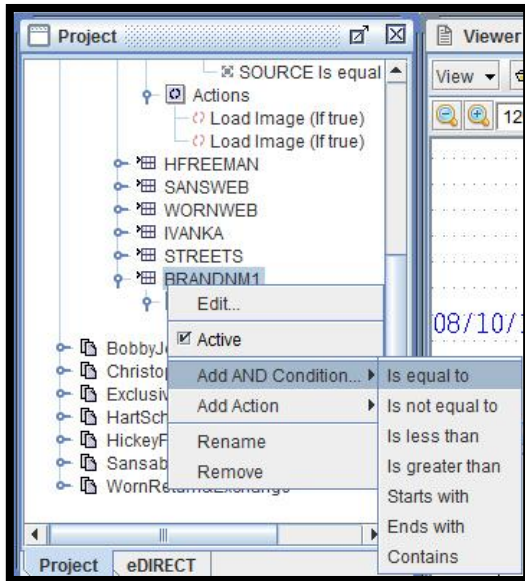
III. In the *Project* window, Right click the form, Highlight *Add Rule* and pick the *Place Text* option.



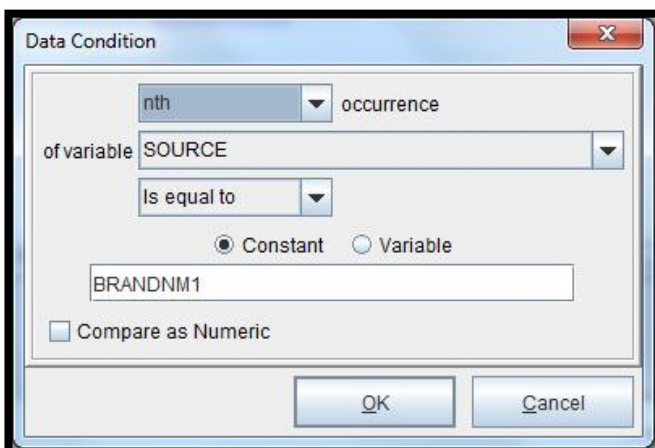
IV. The *Rule Properties* dialog box will display. Enter a name and in the *Use variable* field, choose the system variable *N/A*. Select OK. The *Place Text* dialog box will then appear. No changes are necessary, so simply select OK.



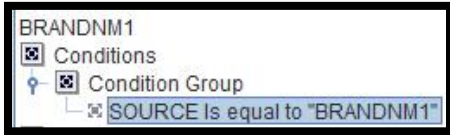
V. With the rule created, conditions can be added to it. Right click the rule in the *Project* window, highlight *Add AND Condition*, and pick *Is equal to*.



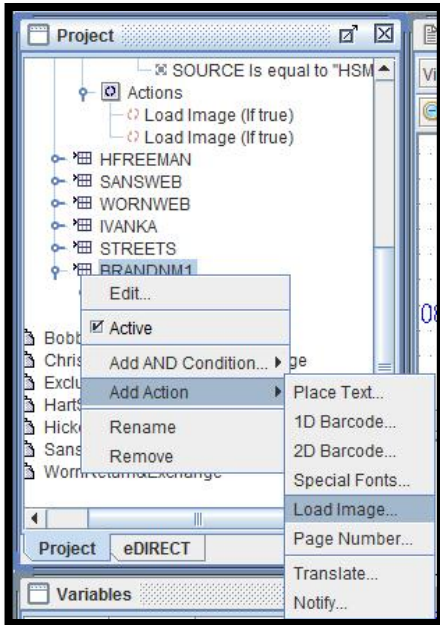
VI. The *Data Condition* dialog box will now show. Make certain to choose the variable for the source code and have it equal to a constant. In the *Constant* field, type the source code name of the brand or division.



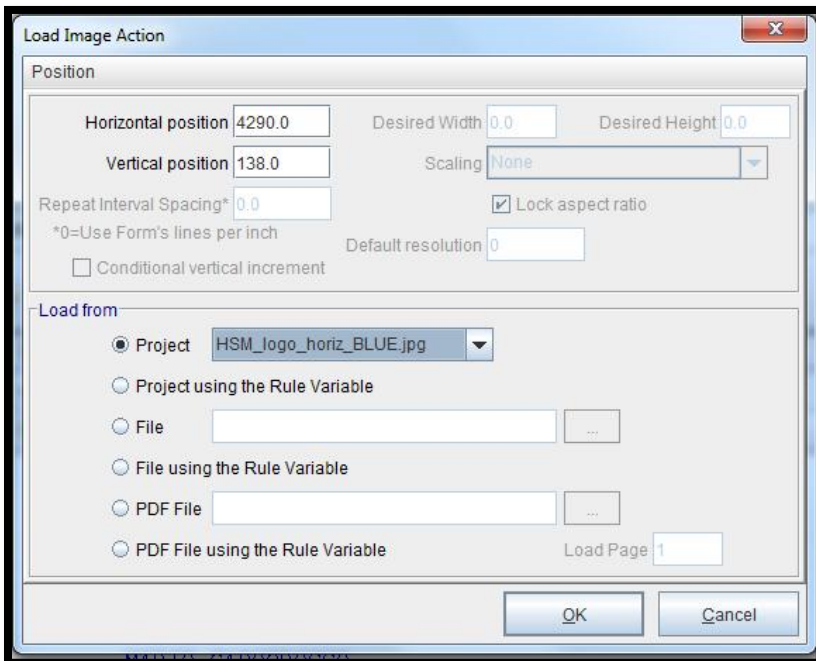
VII. The *Project* window will illustrate the newly-created condition.



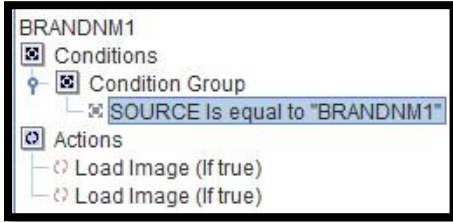
VIII. To add an image, right click the rule in the *Project* window, highlight *Add Action* and select *Load Image*.



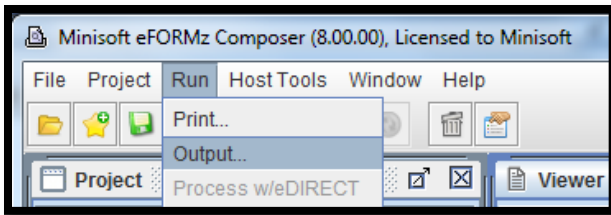
VIII. The *Load Image* dialog box will appear. From here, an image can be selected from file, a PDF file, or from within the project. [Note: To choose an image from within the project, it must first be uploaded. Right click the project name in the *Project* window, highlight *Properties* and select the *Images* option. From there, images can be added or removed.]



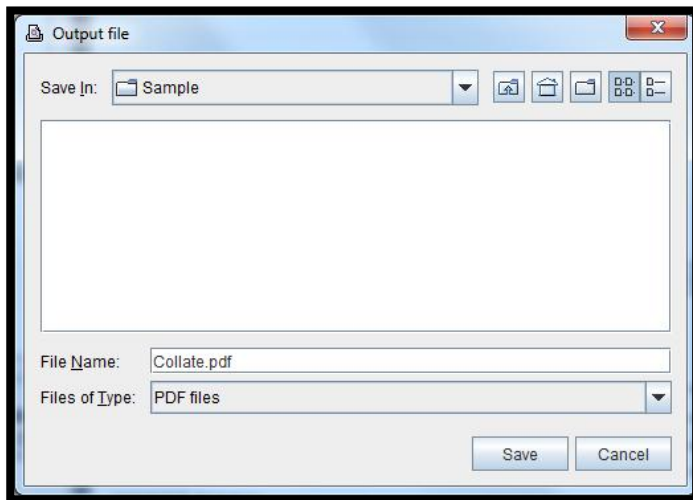
X. The *Project* window will illustrate the imported image(s).



XI. Next, navigate to the eFORMz Menu and select Run, followed by output.



XII. Save the file as a PDF.



XIII. The appropriate brand form will display as a PDF.

