



CASE STUDY

## Zieger & Sons

Zieger & Sons, Inc. is a family owned Wholesale Florists. Since 1910, Zieger & Sons has been a premier provider of wholesale floral supplies and fresh flowers to Professional Florists. They continue to dedicate themselves to being the best wholesale distributor, using technology to help make them a leading force in the industry—both in terms of delivering a wide assortment of fine quality cut flowers and the best in customer service.



### Company Profile

**Name:**  
Zieger & Sons, Inc.

**Industry:**  
Wholesale Florists

**Headquarters:**  
Philadelphia, PA

**URL:**  
<http://www.zieger.com/>

**Product:**  
PlanetJ's WOW Enterprise 6.5

### The Challenge

As Zieger & Sons expands their business to b2b operations, an immediate need was registering new customers from all over the country and having this customer data deposited directly on the AS/400. Additionally, existing Zieger customers (and internal sales representatives) desired to have the ability to search Customer Purchase and Invoice Histories.

### The Solution

PlanetJ created a simple, but powerful, customer registration application for new customers. Once the application is completed, the customer's information is recorded directly on the AS/400. Also, another application was created for existing users to allow them to search and view their invoice and purchase histories.

### Requirement Details

A new and more efficient method for customers to be recorded into the AS/400 database was needed. Furthermore, a powerful—yet simple—tool was also needed for existing customers to view their purchase histories.

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**How It Works**

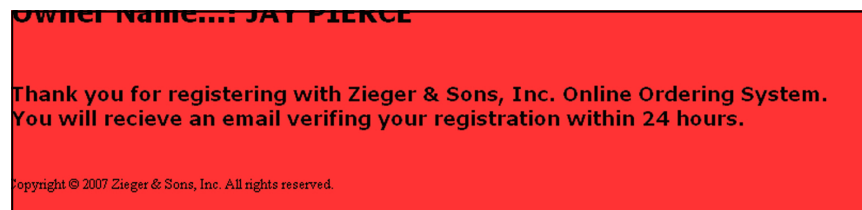
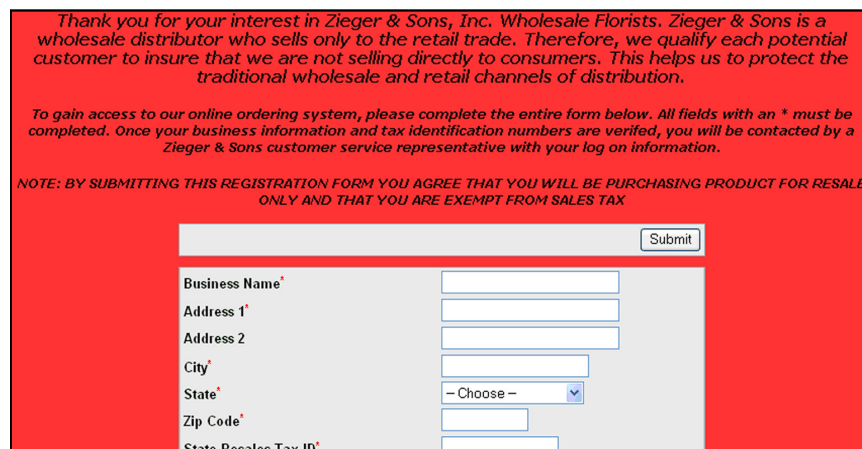
WOW's flexibility and efficiency decreased initial development time for Zieger & Sons. The Zieger New Customer Registration Entry application is described below.



“I was amazed at how flexible the WOW architecture is—you can really extend WOW to make it look, feel, and run exactly the way you want it.”

**Jay Pierce**  
**President**  
**JRP & Associates, LLC**

From the “Register Now,” a new registration form is displayed in a separate window. This is followed with a confirmation screen after the application form has been filled out and submitted.



Once completed and submitted, the customer's information is recorded directly on the AS/400. An AS/400 application running in the background recognizes and pre-processes the registration request. An e-mail is sent to the Zieger Sales Manager to inform them of a new customer registration—where it can be reviewed and approved or denied. A second e-mail is then sent to the customer with further instructions.

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CASE STUDY

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FROM:      Your Friendly Neighborhood iSeries System
Date:      11/27/07
Subject:    New Customer Registration Alert|

A new customer registration has been received.
Please review the following new customer information
and process accordingly.

Customer:  TEST BY JAY
Tax ID:    23-12345678
    
```

The Zieger MyAccount Central application is described below.

Existing users can use the “Log In” or “My Account Central” link in order to access this application.

User ID =

Password =

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Information after a successful login includes:

1. Application menu display
2. Fresh flower or supply purchase history search
3. Invoice history search
4. Printable invoice

You have successfully signed on.

**Welcome - COUPE FLOWERS -**

You can use the Zieger MyAccount Central application to search through your Invoice History. Select the desired option from drop-down menus above.

Invoice Date BETWEEN 11/01/2007 AND 11/27/2007

**Invoice History**

INVOICE NUMBER	Invoice Date	TOTAL SALE	DELIVERY S
<a href="#">Printable Invoice</a> P77732	11/05/2007	109.52	10.50 0

ORDER DATE BETWEEN 11/01/2007 AND 11/27/2007

**Flower Purchase History**

DESCRIPTION	QUANTITY
BIRCH BRANCHES, WHITE	1
ROVINOOD, ENGLISH	2

A wholesale distributor selling only to Professional Florists

Search Purchase History Search Invoice History

Enter desired date range and click Search. Date format is mm/dd/yyyy. Then click on Invoice Number in results to go into the invoice details.

Invoice Date BETWEEN 11/01/2007 AND 11/27/2007

**INVOICE**

SOLD TO: COUPE FLOWERS  
625 BETHLEHEM PIKE  
ERDENHEIM 19038 8284 P 215-8367330 F-P  
F 215-836-2057 S-P

THANK YOU FOR YOUR BUSINESS!

Customer # | Sales Rep | Invoice Date | Invoice # | Route # | Terms net, Due by 10th of month follow

**COUPE FLOWERS - Flower Purchase History**

Enter range of dates to display your Flower Purchase History. Date format is mm/dd/yyyy

ORDER DATE BETWEEN 11/01/2007 AND 11/27/2007

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## Hardware and Software Overview

**Hardware:** iSeries Model 810

**Database Server:** IBM DB2

**Software:** Home grown ERP for Wholesale Florist

**Source:** Combination of RPG II / RPG IV / RPG / LE and Java

**Modules Include:**

- Accounts Receivable
- Accounts Payable
- General Ledger
- Order Entry (in-house and b2b)
- Fresh Flower Purchasing
- Fresh Flower Inventory
- Supply Purchasing
- Supply Inventory

## Summary

PlanetJ's WOW tool allows for Zieger & Sons to develop applications much more efficiently that, in turn, provides for very streamlined applications that are automated and require minimum hands on processing. Jay Pierce, president of JRP & Associates, LLC, commented: "Initial development time is very rapid—the fine tuning takes a bit longer when you are new to the product; however, for an experienced WOW developer, this fine tuning is very streamlined."

Zieger & Sons, Inc. was able to expand their marketplace from just the northeastern corridor of the United States to the entire country. The WOW server allowed for them to develop a simple application to register new customers from all across the country.

The MyAccount Central application increased customer satisfaction. It gives the customer the freedom to inquiry their account history at any time. Additionally, this frees up sales representatives to focus on getting the next order.

## References

[www.planetjavainc.com](http://www.planetjavainc.com)

[www.zieger.com](http://www.zieger.com)

[www.jrpassociates.com](http://www.jrpassociates.com)

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