

## Case Study: McCary's Jewelers

*"After Sheer Technology's help, our point of sale processing is much quicker, and we have a simple process in place to help us with our marketing initiatives." - RL McCary, Owner*

### Challenge

Sheer Technology was hired by McCary's Jewelers to assist in streamlining a process to generate marketing materials in a cost effective, efficient manner.

### Solution

Sheer Technology worked with McCary's to provide a system to generate marketing pieces to its clients without having to manually create each notice. Sheer Technology also helped manage the upgrade of the client's POS and ERP software and hardware to achieve faster results through high-speed processing.

### Results

By assisting the client with these issues and working to achieve desired results, the local company did not have to spend thousands of dollars to purchase, install, and train employees on a new POS system in order to accomplish its objectives. McCary's now enjoys a training document on the structured method for mail-outs, upgraded POS and ERP applications, upgraded workstations, and a local and reliable resource for all technology support.

### Executive Summary

#### About McCary's Jewelers

Jeweler  
Shreveport, LA

#### Challenge

Needed a better solution for marketing material creation and needed software application upgrades and support.

#### Solution

Instead of spending money on a new system, Sheer Technology provided tools to achieve the desired results with minimal investment.

#### Results

The upgraded applications are more robust, relationships with software vendors for the POS & ERP packages were created, and a training manual exists for the POS marketing routine.



*Clear and Objective Solutions*

Application-specific troubleshooting is now much more seamless by utilizing Sheer Technology's services and relationships with software companies throughout the community, region, and nation alike.

*"Sheer Technology helped us understand why we did not have to buy new software to automate mail-outs to our clients."*

*- RL McCary, Owner*

## Contact Us

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