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Jim Torongo
Vice President of Credit
Hartmarx Corporation

was quite painless. 9ci has given us the ability to have a new, real-time vision, which has greatly focused our management view and effectiveness," explains Torongo. Customer and departmental relationships have to be managed from a complete knowledge position. Torongo summarizes by saying, "Work invested is now captured in a live database, which brings all the key information together in one place. The bottom line is we are no longer experiencing the frustration of trying to manage 40,000 paper files or the difficulty of trying to connect the dots represented by multiple spreadsheets and ad hoc queries to assess."

"We expect a healthy return on our investment in 9ci," Torongo says. "The cash-application module alone will reduce our clerical staff by two thirds, which means substantial savings in operational costs." The new-found efficiency accelerates customer service from a credit perspective. It allows the rapid credit-limit adjustments and risk assessment necessary to manage the daily customer relationship on an automated level. Not only is the automated system much faster, but it's also far more accurate and less expensive than maintaining a large clerical staff.

On the collection side, measuring, tracking and analyzing disputes and deductions becomes a critical task for managing a customer relationship. A key aspect of any successful credit function is relationship management — an area where 9ci has had a big impact at Hartmarx both internally and externally. Hartmarx uses 9ci not only to track and resolve deductions, but also to maintain their credit relationships. "Our old system didn't allow reason codes to be changed, which was a real pain," says Torongo. "9ci allows us to quickly identify if a customer is in error and feed that information back to the appropriate

individuals," he explains.

Internal communications and workflow processes have also benefited. "Due to the defined workflows that 9ci has allowed us to create, we have confidence that transactions will be followed up in a timely manner and that our efforts will not be lost or ineffective," says Torongo. "For example, a weekly report that in the past took five people eight hours to prepare is now produced with a few keystrokes using 9ci. We have reduced preparation time from 40 hours to literally a few seconds."

The finishing touch to Hartmarx's software suite is 9ci's Business Insight — a business intelligence (BI) solution tailored specifically to the needs of the financial enterprise. The tool allows A/R and credit staff to create customized reports, views and dashboards to analyze data and drill down on problem accounts in minutes, which would not even had been thought possible before the transition.

About Hartmarx Corporation
Hartmarx Corporation is engaged in the manufacturing and marketing of men's suits, slacks, & sportcoats, as well as men's and women's sportswear, dress furnishings and career apparel.

About 9ci, Inc.
9ci, Inc. provides software solutions to businesses directly affecting their revenue, profitability, and efficiency. 9ci, Inc. develops customized applications in automatic cash application, collections and deductions management, deductions and dispute prevention, trade promotion management, and business insight.

9ci's Credit-to-Cash Solution

Auto Cash Application
Collections/Deductions Management
Deductions & Dispute Prevention
Trade Promotion Management
Business Insight



800-397-6952
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