



WHITE PAPER

Caspari and Handshake breathe fresh air into the gift industry



Stationery and Gift brand Caspari chooses Handshake for rep & market orders

Established in 1945, Caspari is a respected publisher of exquisitely designed and printed paper products, with a reputation earned over the past sixty years by reproducing the work of established artists and museums from around the world.

Originally importing Christmas cards by European artists, Caspari has now expanded to include over 30 different product categories including plates and napkins, gift wrappings and bags, tabletop accessories and many more. Caspari products are sold worldwide in stores including Le Bon Marché, Harrods, Neiman Marcus & Bloomingdale's, to name only a few.

Caspari chose Handshake in 2012 to power their sizeable sales operation, with over 60 dedicated sales reps on the road.

Many technology companies serving the gift and home décor brands have struggled to upgrade their legacy Palm-pilot or Motorola-based solutions to the new generation of mobile devices and expectation that users will have easy access to their data. Head Systems Engineer Richard Elston found Caspari in a similar position; *"With over six thousand SKUs and close to eight thousand customers, finding an iOS app to replace our highly customized Symbol device based mobile order entry system was not a simple undertaking."*

Caspari looked to Handshake's experience upgrading gift brands to a next-generation order entry solution, to reinvent their customer experience and help their reps sell more at customer appointments. Handshake's CEO, Glen Coates also had significant experience working in the Gift Industry running an international consumer goods brand, prior to founding Handshake in 2010; *"I worked with legacy solutions in Gift for years, and found that most of my salespeople hated them. What I realized is that you can't fake being a mobile-first company; Frankensteining iPad support on top of an old showroom-only solution doesn't work, you have to do it right from the start."*

After an initial pilot period, IT Director, Dick Elston built an integration to their AS400 system to enable bi-directional sync of customers, products and orders.



Richard Elston

Head Systems Engineer, Caspari

"We looked at many iOS order entry apps before finding Handshake. Handshake offered a well thought out User interface that fit our needs well. Our national sales force love using it".

Top 5 Reasons Caspari Love Handshake

1. A modern user and customer experience
2. Ease of integration
3. Intuitive user interface, Offline-mode
4. Exceptional customer service
5. Barcode scanning support

The Handshake team worked closely with Richard and the rest of the Caspari team to provide technical documentation and support needed for the development of the integration and to ensure the results were as expected. *“The Handshake REST APIs made integration with our AS400 ERP system a straightforward task. The results have been great!”*, Richard said. Since his work on the integration, Richard Elston has been a vocal and valued member of the Handshake community contributing to support threads asking about integration methods, code samples and other technical topics.

Like many brands in the industry, Caspari attend premier industry events and tradeshow like the New York Gift Fair, Atlanta and Dallas. The Handshake team had the chance to meet personally with many of the Caspari sales reps and management teams barcode scanning with Handshake at the 2013 Atlanta Gift Mart, and to learn more about their experiences at the show. Richard summed up the experience: *“We looked at many iOS order entry apps before finding Handshake. Handshake offered a well thought out user interface that fit our needs well. Our national sales force love using it and the tight integration with our ERP system greatly simplifies our back office operations.”*

If you’re in the gift industry and looking to take your sales experience to the next level, contact the Handshake team today.

Email: info@handshake-app.com
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Richard Elston

Head Systems Engineer, Caspari

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