

# BIG TIMES

Buyers International Group

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## *Google Earth-Like...*

Balance 2 Buy Online™ is the slickest thing I've seen in 22 years. Like Google Earth, but as an overview of *my* world and the ability to drill down to see what is going on at the street level, or with B2B, the item level.

For the past two years, we've used the Excel spreadsheets to pull up data from Shopkeeper to build our Balance to Buy™ worksheets manually. It took an entire week the last time I did it. Now, I run two reports and email the Excel file to B.I.G. They upload the data and I can use B2B to pull out just our diamond pendant category. B2B shows me the styles that are fast sellers in green, by price point, right next to the inventory I have in stock. Anything that has been in stock for more than one year is listed in red.

I can sort all of the data within each price point by price, age, vendor and vendor style number. I can filter all of the data by category or vendor, or both. These reports are exportable to both PDF or Excel formats so I can print them out in color, save the file to work on later, and email them to my suppliers so we can work on getting my inventory selections right.

Finally, I have a tool I can use to better manage my inventory. I'm concentrating on the key departments that drive our business by only buying merchandise in price points that are missing from my inventory. We are working to stock balance aged inventory by exchanging those items for sold fast-selling items. If we can't stock balance them with our suppliers, we have been re-pricing the merchandise to fill the holes in the price points where we know we need inventory. The reams of paper I used to try to go thru have been eliminated. Thanks Abe for doing this for me. Tom Ozment 11-16-07

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The analogy of B2B to Google Earth is perfect! That's *exactly* the image I get for what Balance to Buy™ does for inventory analysis and management. From a global view of your company (compiled automatically from your data), B2B lets you 'drill down' through the departments, through the categories, through the vendors and through the price points—down to the individual style number!

You can filter your data to isolate *each* vendor and *each* category individually if you'd like, and analyze those selections by price point. Most of the comments have been about how easy it is to 'see' exactly what your customers have been buying, right next to what you have in stock. Most importantly, B2B quickly identifies where the holes are in your inventory—and where you may have too much. B2B is intuitive and it is changing the way jewelers are looking at their data. As one long-time ARMS user said on a demo call last week— "*Where ARMS stops, Balance to Buy™ begins... sign me up!*"

The jewelers that have started using B2B immediately, like Tom, have been actively re-merchandising their stores just in time for Christmas. Ordering some things, re-pricing aged inventory to fit price points where needed, and stock balancing with their suppliers where they can. The B2B process will help you merchandise your stores to exactly match how and what your customer's buy from you.

Thanks Tom—we're all very happy that you find B2B as useful as we knew it would be. And I would like to thank Mark, Ellen, Jacqui and Sharee for the *hundreds* of hours they have *each* put into this project. If you would like to join us for a demo, RSVP to [Ellen@BIGjewelers.com](mailto:Ellen@BIGjewelers.com) with your date preference and conference call instructions will be sent to you. Monday, 11/19 @ 4:00 pm EST Tuesday, 11/20 @ 11:00 am EST.