

# Amber Jewellery Ltd: Embracing an IT partnership approach

**Ashish Kohli – the Managing Director of trade retail outlet, Amber Jewellery ([www.amber-jewellery.com](http://www.amber-jewellery.com)) – was all too aware that his business could not achieve its ambitious growth plans without making significant improvements to its IT infrastructure and investing in the necessary support services.**

In 2005, he sought an IT partner that could cater for the very specific needs of his import, export, wholesale and distribution business by delivering a bespoke solution to meet his precise requirements. Furthermore, disinterested in the intricacies of IT and wholly focused on driving his business forward, Ashish wanted to work with a partner that he could rely on to deploy and manage Amber Jewellery's IT system, while being confident that any decisions would be made with the business' best interests in mind.

## Specific requirements

**Importantly, because Ashish was adamant he wanted very little involvement in any IT issues, he was keen to form a genuine partnership with a single provider that could offer a one-stop support and solutions service.**

Another key factor in finding the right IT partner was for the vendor to show flexibility. Ashish needed a solution to simplify Amber Jewellery's ordering, processing, stock control, picking and packing operations. But he wanted a system that worked as the business did – rather than trying to shoehorn his processes into an existing package – and a provider with the ability to make it happen.

Following meetings with potential suppliers, Ashish chose to work with JMC because the team clearly demonstrated the best

understanding of his requirements. His instinct was also strongly supported by several, reliable word-of-mouth recommendations.

He also felt assured that he could establish a long-term relationship with the team. Partly because JMC's employees have served for 10 years on average – which meant the assigned contacts would really get to know the business inside-out – and also because of their professional approach and amenable attitude. After all, rapport was a fundamental requirement if Ashish was to trust in his provider to proactively manage his system and keep him informed of any upgrades or improvements that could offer tangible returns and actively support Amber Jewellery's evolving needs.

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**“As the Managing Director of a growing retail outlet I simply don't have the time or inclination to involve myself in IT issues. While I initially sought a provider with bespoke capabilities, above all, I wanted a trustworthy team that I could rely on to deliver long-term strategic advice, practical solutions and prompt day-to-day support.”**

Ashish Kohli, Managing Director, Amber Jewellery Ltd.

## One-stop-shop

Amber Jewellery now exclusively uses JMC to supply and support all its IT needs and has worked with the team to:

- Develop a Pegasus Opera II system customised to exact requirements.
- Install its entire IT infrastructure including network and telephony systems.
- Set up a remote link between Amber Jewellery's headquarters and its wholesale warehouse.
- Implement mobile communications for the geographically disparate sales team.
- Manage its day-to-day IT issues with a comprehensive SupportCare service.

## Valued support

Amber Jewellery is a huge advocate of JMC's award-winning SupportCare Response and Active services. Thanks to his SupportCare service, Ashish is assured his IT system is carefully monitored and any underlying issues quickly resolved. Like so many outlets in today's ecommerce age, Amber Jewellery generates significant revenue from online sales and Ashish appreciates that JMC's proactive stance helps avoid any unnecessary downtime or malfunctions that could have serious repercussions for a retailer with such a reliance on online trade.

## Tangible benefits

Ashish attributes his astute investment in IT to improving efficiencies by 75% and acknowledges that JMC's ongoing support has been vital to the business' continuing success – even during the economic downturn.

In fact, turnover has increased from £3M to £5M in the last three years and Ashish has been able to plough investment into the recent launch of Amber Jewellery's sister company Kisumu ([www.kisumuaccessories.com](http://www.kisumuaccessories.com)), in which he recognises JMC has also played an instrumental role.

**“ Investing in IT was the single most important initiative I've taken since starting the business. JMC has supported me all the way and the team's expert advice and can-do attitude has been invaluable in taking Amber Jewellery forward. Their genuine partnership approach makes them the perfect fit and I would have no hesitation in recommending their services.”**

**Ashish Kohli, Managing Director, Amber Jewellery Ltd.**

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- A single source for all your IT needs including infrastructure, software and support.
- Rapid response to IT issues without reliance on third parties.
- Unlimited access to a dedicated support team for a fixed annual cost.
- Comprehensive IT monitoring and control via its exclusive SupportCare Incident Management System.
- A highly accredited development team with the capability to design systems that work the way you do.

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