Automate every part of your jewelry business

Customer Portal

Real-time reporting

QuickBooks integration

Sales and Accounting

Customer management

Casting management

Production and workflow

Inventory management

piro™

JEWELRY MANAGEMENT AND MANUFACTURING SOFTWARE

gopiro.com

Save time
and money
while increasing
customer satisfaction
by using **PIRO**
to manage
your deliverables,
timelines and costs

MindSpark

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Automate every part of your jewelry business

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Our Vision

We at MindSpark work towards revolutionizing the management of jewelry manufacturing. We dedicate our time and effort to help jewelry companies automate every part of their business: sales and manufacturing orders, inventory, customer data management, consignments, manufacturing, as well as accounting for all the above.

Our Mission

PIRO streamlines and manages all aspects of the manufacturing process from taking an order until the finished product is delivered. **We offer transparency, maximized efficiency, increased productivity & profitability - all at an affordable cost.**

About MindSpark

MindSpark LLC., the company behind the PIRO toolset and team, was founded in 2007.

The driving ideas for this software solution came earlier, from the realization that the jewelry manufacturing industry lacks a software system that can drive the processing of an order from beginning to the end.

After doing our research on the existing systems and talking to industry representatives, we found the holy trinity of functions that would be condensed into our software: **visual presentation**, **ease of use**, and **flexibility**.

We recommend PIRO for:

- Jewelry manufacturers
- Retailers & wholesalers
- Casting/prototyping companies
- Jewelry repair businesses

PIRO-driven jewelry business

The PIRO Solution Package offers indispensable automation tools for managing a jewelry business, from production to sales. The PIRO Customer Portal, as well as E-commerce integration and various hardware components are aimed to help your organization grow and gain significant competitive advantage from a **PIRO-driven jewelry business model**.

Unlike other traditional ERP solutions, PIRO is a flexible, highly specialized platform for the jewelry industry, with modules that are tailored for your unique business processes and needs.

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Key Features

- Production and Workflow module
- Casting Management
- Inventory Management
- Purchasing
- Customer Management
- Sales & Accounting
- Intelligent Reporting
- Security Features
- Customer Portal
- Real-time QuickBooks integration
- Resource Scheduling System

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Track work orders and jobs as they travel through the jewelry shop

Production Module/Workflows

The production module facilitates the **management of production**, from order intake to delivery. You can track the job routes, as well as the service timelines, as **the system will calculate the estimated finish date** and will automatically notify you (or your staff) if there are delays.

This **unique module** cannot be found in any other jewelry management system - it is unique to PIRO.

Job service queue
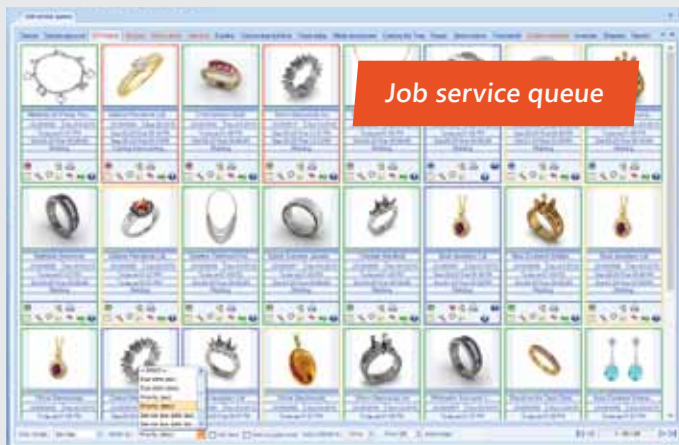
Pieter Andries Designs
www.pieterandries.com
Retail shop with a manufacturing department

"I was looking to improve the tracking and management of the manufacturing process and to phase out and old system that was not up to the task anymore.

PIRO is now used to manage production and inventory, the activities of the jewelers, and the ***overall efficiency of the production process****. It allows Pieter Andries Designs to manage the workforce more efficiently and schedule the jobs based on certain priorities established with its clients, thereby increasing customer satisfaction and timely delivery rates."*

Pieter Andries, owner

Module Highlights

- **Job service queue:** visual presentation of automatic job routing

- **Flexible workflow setup** that allows you to create your own manufacturing processes and assign custom workflows for customers, styles or any item types

- **Barcode** enabled job order tracking and customizable job envelopes

- Exact **service tracking** and service timeline tracking

- Flexible **labor costing and pricing**

- **Automated** service price calculations

- **Order splitting** option for complex orders for easier management and tracking

- **Casting management:** casting tools, flasks & casting tree tracking

- **Automated email alerts** and reports

- **Dynamic production-driven** inventory and purchasing modules that allows lean manufacturing methods to be employed

- **Attaching** any number of design files, images or other media files to orders, styles, price quotes, etc.

- Option to **add notes and memos** to orders

- **Integrated shipping** support for UPS, FedEx and ParcelPro

- **Time tracking** automatically tracks the time spent by each jeweler on every jewelry piece

- **Resource scheduling system** – a flexible, configurable module that adapts to your organization's operational practices

Key Benefits

- **Real-time** job process tracking

- **Reduced production errors**: tighter control of your inventory and workflows **reduces wasting & errors**

- **Reduced job order delays**, more accurate timeline tracking

- **Significant time savings**: built-in tools to make the production process faster such as metal calculator tool, casting management tools and one-click invoicing

- **Keep your customers informed** about the progress of their orders by sending them **automated email notifications**

- **Simplifying the production tracking** for complex styles

- Setting up **employee job schedule**, visualizing **employee's workload**, and assigning tasks with ease

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Track your inventory items and movements in real-time

Inventory tracking

A jewelry company needs to have a global, real-time view of what it has on stock, what **inventory movements** were performed and by whom. PIRO will **track everything** that you keep on stock: metals, diamonds, precious stones, finished goods, consumables, even tools used by jewelers if needed.

The inventory module will allow a **strategic management of your inventory needs** by managing your purchases to keep enough (but not too much) supplies on hand. This in turn results in a **lean inventory and production**, where you only purchase what you need without tying down money with unnecessary inventory.

AM-CAD
www.velaur.com
Wholesale company that provides finished jewelry, custom jewelry, CAD, 3D printing

*"PIRO has helped us manage our business more efficiently, reduce the number of production errors dramatically, **keep better track of company and customer inventory**, and improve our production process by alerting us of bottlenecks and signaling where we were losing significant amounts of time and money."*

Martin Makar, owner

Module Highlights

- Exact **quantity and location tracking** of inventory items
- **Partition your inventory** into easily managed groups and categories (i.e. styles, small diamonds, etc.)
- You can define your own attribute sets and components for **complex styles and item types**
- Integrated real-time **market based pricing** (Kitco, Rapnet)
- Diamond **lot and parcel management**
- **Customer inventory** tracking
- **Location transfer**: you can manually or automatically transfer items between locations
- **Automatic SKU generation**
- **Integrated PIRO scales** for accurate weight entry
- **Item tagging** with barcodes and RFID
- **Purchasing tools** for automated re-stocking of your inventory
- **Consignment/memo** management
- **Flexible pricing models**: fixed, market based, component based and attribute & wholesale factor based pricing
- Dynamic **style and bill of materials** (components) management
- **Metal mixing tools**
- **Multiple measure units** (ozt, g, dwt, ct) and conversions between units and currencies
- **Real-time QuickBooks** mapping of items

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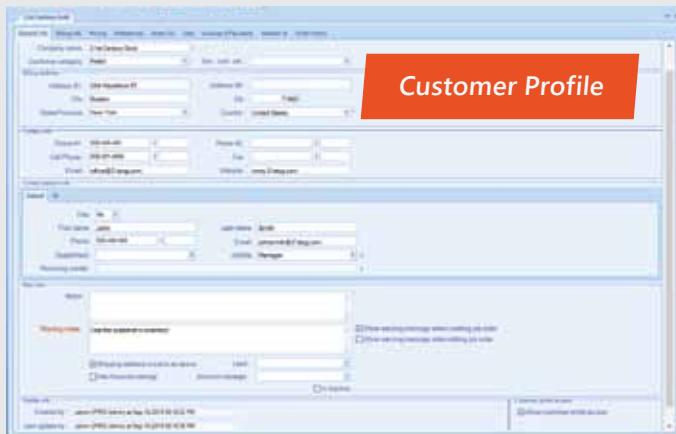
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Create customer groups and set up pricing categories

Customer Relationship Management

Understanding your customers and tuning your business to serve them better can give you a major advantage in the jewelry market. PIRO allows you to be pro-active: it automatically rates your customers based on selected criteria.

The PIRO CRM toolset also **improves communication** by organizing all relevant customer information.

Customer Profile

Zero Porosity Casting
www.zpcasting.com
Providing CAD, casting, 3D printing, molding

"Prior to purchasing and implementing PIRO at Zero Porosity Casting, for years we ran an entirely manual process for tracking jewelry production. We came to the realization that we needed a better way to integrate all of our workflow processes through automation to enhance visibility and improve efficiency.

*With this software, we are now able to process more manufacturing jobs and complete more orders faster and on time. We also are able to track and analyze more accurate data to make better company decisions. This has helped scale our business, increase our client base, and improve customer retention.*

I can honestly say the PIRO support team has always offered me prompt and reliable customer service."

Roger Azizian, owner

Module Highlights

- **Detailed customer profile** with unlimited custom attributes
- Create your own **customer groups and categories**

Customer Categories
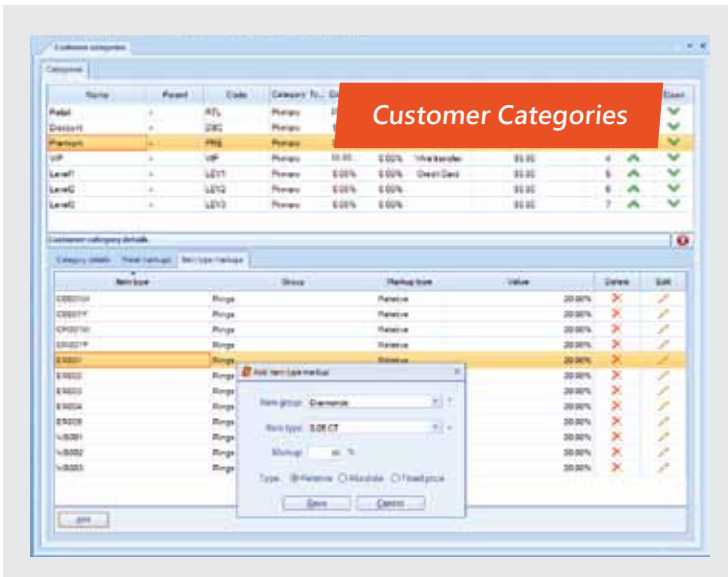
- **Pricing profiles** for customer categories and individual customers
- **Customer rating system** automatically rates your customers based on sales volume and accounts receivables
- **360-degree customer view:** mapping of all customer interactions
- **Customer credits**
- **Customer profile syncing with QuickBooks** automatically creates/updates customer profiles in QuickBooks
- **Customer level document overview** allows you to see all customer related documents (design files, invoices, emails, etc.) at glance

Key Benefits

- **Fine-tuned** customer profile management: you can set preferred **payment methods, multiple shipping addresses, pricing structures**
- **Improved & efficient communication** with both your vendors and customers
- Setting up **multiple contact persons**: fine-tuned communication settings to ensure that the corresponding person gets the automated email alerts
- **Improved customer service**
- Integrated shipping solution to **streamline product delivery**
- **Easy recall** of job orders, payments/credits histories and email communications
- **Centralized customer data**
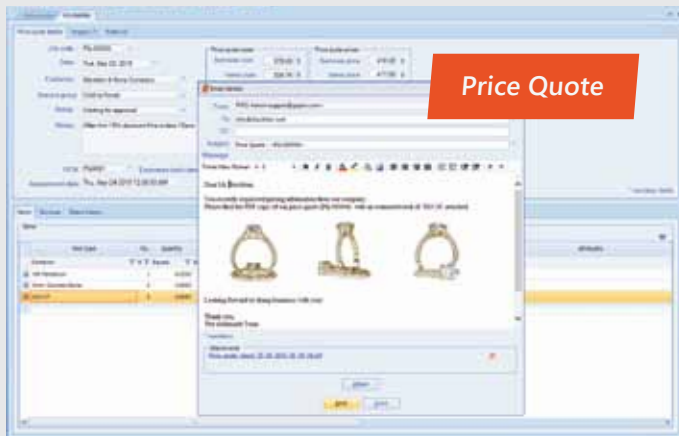
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Sales & Accounting

Streamline the sales from price quoting to invoicing

Sales & Accounting

PIRO will automate your sales process, allowing you to create and process sales orders with just a few clicks. Numerous tools are available to streamline the sales from price quoting to invoicing.

Our proprietary **QuickBooks Bridge** links in real-time the customer, inventory and invoice related data between PIRO and QuickBooks.

Price Quote

Best Cast Inc.
www.best-cast.com
Providing CAD, casting, prototyping, molding

"I estimate that errors have been reduced at least 30% since the adoption of PIRO, and the overall savings and increases in production capacity allowed for adding more staff and increasing production.

*Offering fast prototyping and casting services we are **dealing with a high number of price quotes and invoices every day**. Honestly I don't see how we could manage it without PIRO, especially when urgent orders are coming in."*

Zsombor Antal, owner

Module Highlights

- Accurate and up-to-date **price quote management**
- **Print or send price quotes** by email with one click
- **Customizable** price quote layouts
- Price quote **approval via Customer Portal** or **email link**
- **Automatic recalculation** of the price if the components or attributes (i.e. finger size) were adjusted
- Sales order management and **sales order conversion** into job orders
- **E-commerce integrations:** orders from your webshop or other E-commerce platforms are generating sales orders straight in PIRO, allowing you to create work orders without double data entry
- **Automatic invoice generation**
- Accepting payments via **credit cards**
- **Create and email statements** automatically to customers
- Enter and track **customer credits & refunds** and apply existing credits to purchases
- **Invoice sold consigned goods** with one click
- **Real-time integration with QuickBooks**

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Real-time reports and vital indicators about your business

Reports

Reliable reports are essential to the success of your business, as effective decision making depends on having **well-presented information** about your jewelry shop.

In order to make the right decisions, you can retrieve **a great number of relevant data -** all in real-time.

Dashboard

Lenrose, Australia
www.lenrose.com
Jewelry manufacturing & CAD/CAM, casting, molding services

*"We have been using PIRO for 4 years now, and it has transformed our business. **Information is critical to the success of any business**, and having the details of every job easily accessible certainly makes the running of our business that much easier. All production aspects of our business are handled within PIRO, in particular, the progress of jobs through the factory and their invoicing.*

Not incidentally, PIRO has helped us to present a more professional service to our clients by eliminating errors and providing clear and concise information about their jobs and their progress through the system. It also enables us to easily recall job information, once again eliminating confusion and enabling simple reordering.

Critically, PIRO has also saved us money by vastly reducing overhead labor costs and errors."

David Gabriel, owner

Module Highlights

- **Over 100 real-time reports** relating to all the different aspects of the business
- **Production reports**: provide an insight into the production process
- **CRM and Sales reports**: quick, up-to-date information about your customers, pending price quotes, sales, commissions, etc.
- **Employee activity reports**
- **Financial reports**
- **Multi-level report structure**
- **Complex filtering options**
- **User & role-based** access to reports
- **Exporting reports** to Excel or PDF, with printing option
- **Multiple printable versions** can be assigned to each report
- Creating and managing **custom reports**
- **Dashboard**

Key Benefits

- **The Dashboard** is your visual interface that provides you with a number of **vital indicators** about your business in real-time
- Allowing you to **make better decisions**: access to real-time data will facilitate solving any issue that you encounter in your production
- **Tracking all the aspects of your shop**: efficiency, job volume, delayed job orders, profitability etc.
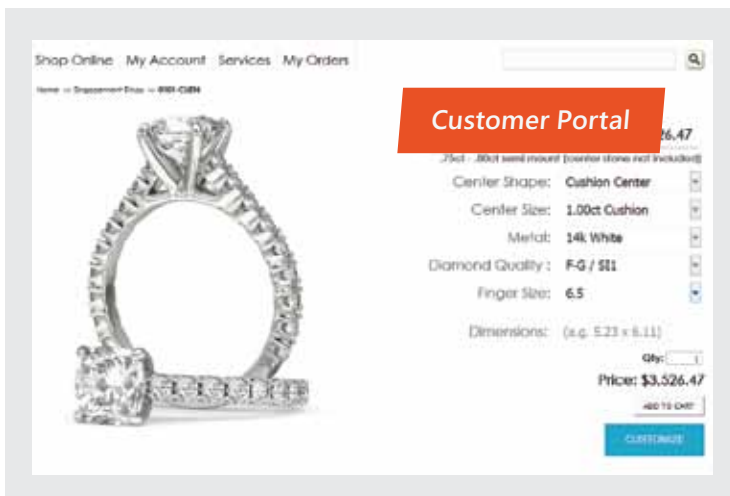
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Customer Portal

Important bridge to your customers: 24/7 online access

Customer Portal

The PIRO Customer Portal is a pre-packaged, turnkey website that allows your customers to **create price quotes and place orders online**, as well as approve price quotes and follow the progress of their orders in real-time.

The advanced version includes a **shopping cart and catalogue** – all linked to PIRO.

Customer Portal

AM-CAD
www.velaur.com
Wholesale company that provides finished jewelry, custom jewelry, CAD, 3D printing

"*PIRO connects directly to our website through use of the Customer Portal*, allowing customers to check on the status of their job orders on their own, and to QuickBooks, reducing the amount of time spent on data entry and giving us the ability to manage our business from one place.

Since implementing PIRO in our business, the support team has listened to all of our concerns and always made an effort to accommodate our needs. They are a great group of people always willing and able to help and listen to our concerns."

Martin Makar, owner

Module Highlights

- **Customer login**: you can grant/decline access to the Customer Portal from PIRO
- **Real-time connection with PIRO**
- Allows for submitting **price quotes online**
- Allows placing **catalogue orders as well custom orders** online
- Automated **volume based price calculation** for uploaded custom design files
- **You can limit** what item types to be visible in your online catalogue
- **Customizable catalogue structure and categories**
- **Automated pricing** for online quoting and ordering
- Your customers can access their **invoices online** and **pay online using credit cards**
- **Order history, payment history** accessible online
- Your customers can track **their inventory/consigned goods** (metals, diamonds, finished products)
- **Customizable design** and layout
- Can be used as a **fully functional website**
- Can be **integrated** with existing websites

Key Benefits

- **Real-time feedback** for customers on the progress of their orders - no more follow-up calls from customers
- **24/7 access** to invoices, order history & payment history
- Shopping cart, catalogue and online ordering features to **simplify the purchasing process**
- **Improve your presence on the web**: the portal can be customized with your own design or integrated into your existing website
- **Price estimation for design files**: customers can upload their own design files and get metal market based estimates - useful tool for casting companies

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PIRO in the cloud: touchscreen optimized, works on all platforms

PIRO Fusion

PIRO Fusion is the **cloud-based**, mobile version of PIRO, optimized for smaller companies and users on the go. **It provides all the core functionality that PIRO does**, but on an easy-to-use, responsive interface that works on virtually all modern browser-enabled devices, including tablets (Apple and Android), phones, Macs and PCs.

Module Highlights

- **Cloud-based**
- **Touchscreen-optimized**
- **Any device is supported**: tablets (Apple and Android), phones, and Macs, PCs
- **Provides all the essential PIRO functions** (production, inventory, CRM, sales, etc.)
- You can **use your tablet's or phone's camera as a scanner** to search for and move jobs or to add images to orders, quotes, styles, etc.

Key Benefits

- Fusion provides **full mobility** via tablets and smartphones
- **Easy access**: you can use Fusion to create and process job orders from your tablet or phone
- **No additional software or hardware** needed
- **Fast and efficient**: you can enter orders at a tradeshow using **PIRO Fusion** and your shop users can start manufacturing right away

Future Developments

As part of our continuous improvement strategy we are working on developing new features in PIRO, in order to provide **better tools** for all types of businesses. We are aware that the jewelry industry is constantly changing due to new technologies: **our goal is to sustain our company's competitive position**, and stay on top of trends by offering advanced solutions.

Some of our future developments:

- **POS integration** - our cloud-based Point of Sale will be used as part of the PIRO system, linked into the back-office inventory control, ordering, and customer relationship management (CRM) modules

- **E-commerce integration** – the automatic bi-directional data transfer between the back-office PIRO system and your eCommerce channels (Magento, WooCommerce (WordPress), Shopify, eBay, Amazon, Etsy, Overstock, etc) will allows you to operate more efficiently as a business by fulfilling orders automatically

- **PIRO API** – our API will allow fast and seamless integration with any external system

- **PIRO Marketplace** – our marketplace will seamlessly link suppliers, manufacturers, refiners, retailers and end customers in one easy-to-use platform that allows automated ordering and fulfillment of any order, whether selling or buying equipment, supplies, stones, findings or metal

- **Custom integrations** – if you have a requirement that isn't currently part of PIRO, our development team will build the bespoke integration for you

- **Hardware integrations** – we are preparing a diversified selection of PIRO-integrated hardware that will allow you to be more efficient (think of IoT devices controlling your ovens and casting machines while collecting important information such as temperatures and pressures for review and analysis)

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Support

One aspect that distinguishes us from other software providers is our commitment to outstanding personal service. Our relationship with our clients continues beyond delivery.

Our support center is open 24/7 to help you and your business. Reliable support is available in many different ways:

- Telephone Support
- Live Online Support
- Remote Assistance
- Email Support
- Ticketing System
- Knowledge Base

We Care about Our Customers!

As part of our continuous improvement process, we are conducting customer satisfaction surveys to have your feedback about PIRO & our services.
Your experience and opinion is valuable for us!

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Schedule a demo today!

If you are interested in exploring the possibilities of automation or you are looking to replace your existing jewelry management solution, take your next step:

- Contacting us

- Scheduling a one-hour free online demo - our team is ready to provide more insight how our software can help your business to keep its competitive edge

- Evaluating

- Pricing

- Implementing

We look forward to hearing from you soon!

Visit our website at **www.gopiro.com** to find out more about PIRO and how we make companies be more efficient and streamlined!

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Workflow

Automated Purchasing

Customer

Style Database

Metal Inventory

Diamond Inventory

piro ™

PIRO Customer Portal
PIRO Mobile
PIRO Desktop

1 Order Entry

2 Design

3 Production

CAD

Auto-Email to Customer

Design Approved?

No   Yes

3D Print

Tree Building

Metal Assignment

Casting

Cleaning

Polishing

Stone Setting

QuickBooks

4 Invoicing & Shipping
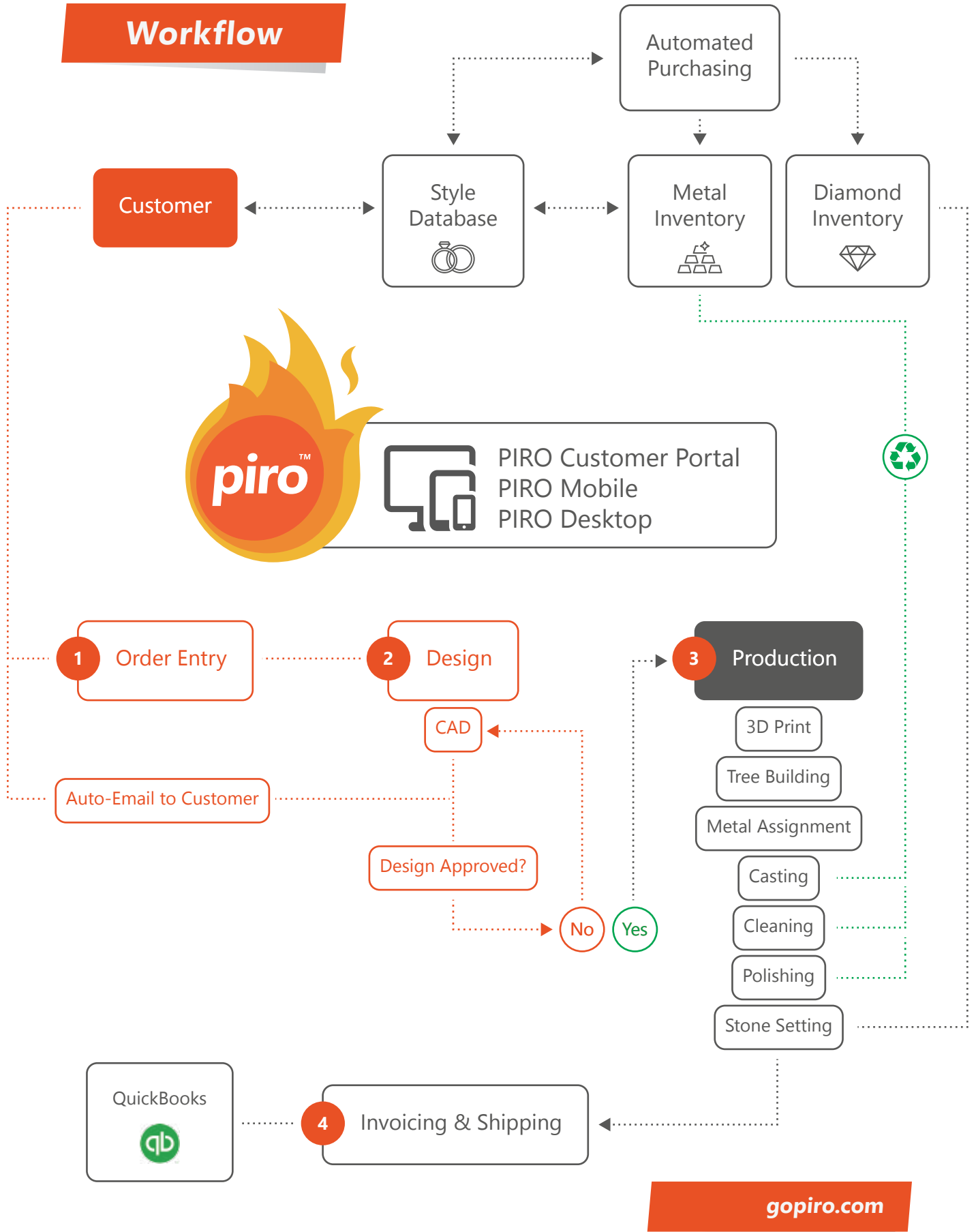
Comparison Chart

	piro™	RightClick	Gemini ShopControl	Business Mind	JMAS	Diaspark ERP
Production						
Flexible workflows	✓					
Real-time job tracking	✓	✓	✓	✓	✓	✓
Casting management	✓					
Unlimited job splits	✓					
Metal loss tracking	✓		✓			
Automated email notifications	✓					
Resource scheduling system	✓					
Inventory control						
Live metal and diamond price feed	✓					
Consignment tracking	✓	✓	✓	✓		✓
Flexible item pricing	✓	✓	✓		✓	
Dynamic attribute based pricing	✓					
Automated purchasing	✓	✓		✓	✓	✓
Diamond certificate integration	✓	✓				
Sales						
Price quoting	✓	✓	✓		✓	✓
Cloud Point-of-sale	Coming soon	✓				✓
Accounting						
Invoicing	✓	✓	✓	✓	✓	✓
Real-time QuickBooks integration	✓		✓			
CRM						
Shipping integration	✓	✓			✓	✓
Customer portal	✓					✓
Reports						
Dashboard	✓		✓	✓	✓	
User timekeeping monitoring	✓					
Cloud version	✓	✓				

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