

iiTOPs --- Processing thousands of paperless memorial orders

Internet startup *iiTOPs*, or ***interactive internet Total Order Processing system***, is a highly sophisticated web platform allowing clients to submit ALL their memorial orders regardless of manufacturer. It utilizes an online ***single form*** interface which electronically forwards the order to the manufacturer. Then, the usual myriad of documentation associated with memorial orders such as acknowledgements, proofs, notes and other supporting documents, are automatically linked in the system keeping an accurate tracking of each and every order. Orders can either be submitted at the point of sale or from a single order desk. The system is not only automated but makes the process virtually paperless. The order information stored can be viewed from any computer which has access to the internet. **“We’re extremely happy with the interest we’ve generated so far and the clients we’ve signed just by word of mouth. Now we’re moving ahead on a nationwide marketing campaign”**, says company President Steve Dembicer.

iiTOPs is the brainchild of two unlikely partners, Greg Davis, a computer programmer with experience in high levels of computer programming and internet development, and Steve Dembicer, a wholesale memorial account rep formerly with Cold Spring Memorial Group. They started developing the concept over 2 years ago. **“As an industry, technology for this purpose has been underutilized or available only from individual companies thinking mainly about promoting their own products. We saw a great opportunity as a totally independent company with no affiliation or obligation to any one manufacturer or supplier. We’re just interested in offering an efficient and useful tool for our clients. We hope to develop other high tech solutions as a growing base of users become comfortable with platforms like this”**, Dembicer said.

The platform was announced to the public last December, and in February landed it’s first subscriber, Cherokee Memorial Park in Lodi, CA. Chuck Irwin the President of Cherokee stated, **“*iiTOPs* really simplifies things and has literally doubled our memorial order processing efficiency. We make fewer mistakes and we can track it all in ONE place. Handling our large volume of pre-need memorial contracts and warehousing is now a breeze. Plus, our Memorial Clerk isn’t continuously stressed out!”**

One of *iiTOPs* most challenging clients was Oak Hill Memorial Park in San Jose, CA. They not only process a large number of memorials, but also a huge variety of different products for mausoleums, niches, monuments, statuary, flat bronze and flat granite from multiple suppliers. **“Before *iiTOPs*, nobody knew where anything was or its status. Now, we can access *iiTOPs* from any computer and search for any memorial, locate it and view its progress instantly. If a family calls and wants to know about a memorial, any of our staff, from the receptionist to our office manager can look it up and help them. It has greatly increased our customer service and restored confidence in the counselors with our memorial ordering process. Even when recruiting new employees, we show them *iiTOPs* and how we use technology in our day to day business.”** said Scott Sells, General Manager of Oak Hill.

To learn more, see the ICCFA press release Dec 4, 2006 or go to www.iitops.com. To arrange a complete personal tour of the *iiTOPs* platform and learn how to start a subscription, please contact Aimee Anselmo, Director of Sales and Marketing at sales@iitops.com.