

# 70% Savings & Instant Delivery with Haystack at Ashley



## About Ashley

Ashley is the world's largest furniture manufacturer, employing 35,000 + team members worldwide. Founded in 1945 and headquartered in Arcadia, Wisconsin, the company's vertically-integrated model - design, manufacturing, and retail - powers 1,100 + Ashley Stores across 155 + countries.

Relentless investment in innovation and automation keeps Ashley at the forefront of quality, style, value, and sustainability.

## The Challenge – Speed & Consistency at Scale

With staff turnover in the retail industry notoriously high, where many new hires may only stay for one season, Ashley needed a way to equip every employee with a professional, on-brand business card on **Day 1**. Traditional paper cards created pain points:

- Long lead times (up to three weeks)
- High recurring costs & waste
- No visibility into usage or ROI
- Manual ordering and administrative overhead

In fast-moving retail environments, even a short delay meant employees scribbled contact details on scrap paper - hurting first impressions and diluting the brand Ashley works hard to protect.

## The Solution – Enterprise-grade Digital Cards

Ashley's priorities were clear: instant cards, effortless sharing, and tight integration with existing IT systems.

**Platform Evaluation:** Ryan Levitz, Director of Digital Innovation, compared leading digital card providers. He found Haystack to be "the only solution that truly meets enterprise standards of scalability, security, and user experience."









**Why Not NFC?** Ashley's testing revealed the technology is not fully supported with customers' older or low-end devices. Coupled with the need to rely on physical "plastic tags" using NFC technology would have negated most of the project's benefits as physical tags required longer lead times, more administrative overhead and a higher environmental impact. Instead, Ashley found going with a 100% digital solution with a seamless widget provided for a better customer experience and seamless front of house operations while meeting all the project's goals.

**Rapid Entra ID Integration:** Ashley's IT group completed SSO and automatic user-sync in hours. Thousands of profiles populated instantly, with real-time updates reflected in the Haystack admin dashboard.

**Change Enablement:** Haystack's train-the-trainer program equipped Learning & Development leaders, while bite-sized video tutorials helped store teams adopt the new cards quickly. Store managers championed the rollout, tying digital cards directly to sales performance.

## The Results – Savings, Insights & Customer Experience

Many employees were already familiar with Haystack through the free tier and became enthusiastic advocates after being upgraded to the enterprise platform. The transition to digital enabled Ashley to unlock multiple benefits, including:

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|  <b>Cost</b><br>70 % reduction versus previous paper-card spend      |  <b>Real-time Updates</b><br>Of job titles and store locations during staff changes |
|  <b>Speed</b><br>Digital card active on Day 1 for every new hire     |  <b>Data &amp; Analytics</b><br>Visibility into shares, engagement, top performers  |
|  <b>Sustainability</b><br>Zero paper waste – advances ESG goals      |  <b>Brand Consistency</b><br>Professional and aligned card designs                  |
|  <b>Workload</b><br>Auto-provisioning & de-provisioning via Entra ID |  <b>Marketing Lift</b><br>More traffic to website & social channels via card CTAs   |

### Ashley's Piece of Advice

Ryan, Director of Digital Innovation at Ashley.



***Burn your boats.** Eliminate the option of paper and go 100 % digital. Sharing via the Haystack Widget is effortless, customers appreciate the slick experience, and - crucially - we now track every interaction. It's the first step toward a smarter, data-driven CRM .*



**Ready to deliver professional cards on Day 1 and cut costs by 70%?**  
Contact Haystack for a demo at [sales@thehaystackapp.com](mailto:sales@thehaystackapp.com)