

Heaven Sent Jewelry soars to success with HP business tools, services

Entrepreneur Addy Perez-Mau brings creative marketing ideas to life with HP technology



"Starting a one-woman, home-based business, I had to use technology to operate efficiently and to create a marketing buzz. HP understands exactly how to support this, with everything from low-cost online graphic-design services from HP Logoworks to reliable, full-featured computers and multifunction printers."

—Addy Perez-Mau, President/Designer, Heaven Sent Jewelry, Fountain Valley, Calif.

HP customer case study: Entrepreneur Addy Perez-Mau uses HP technology to operate, market Heaven Sent Jewelry

Industry: Retail

Objective:

Use technology to grow home-based retail business

Approach:

Deploy range of HP services and tools including HP Compaq Notebook PC and HP OfficeJet All-in-One printer, HP Snapfish photo service

IT improvements:

- Deploy reliable, cost-effective business tools
- Use low-cost business services for do-it-yourself marketing
- Draw on HP expertise to exploit technology

Business benefits:

- Use technology to generate marketing buzz
- Develop home business with global Internet reach
- Present sophisticated corporate image at low cost



Raised in central California by farm worker parents, Addy Perez-Mau grew up picking grapes, chilies and tomatoes—and soaking in the words “*Si se puede!*” Yes, you can! That ethic of hard work and indomitable spirit has nurtured Perez-Mau into a working mother, award-winning entrepreneur and tireless business coach. As owner of the Internet-based retail firm Heaven Sent Jewelry, she’s learned how to combine technology with marketing savvy to make her company fly. Ask her and she’ll tell you: The wind under her wings is HP.

“HP is one of a few corporations that are committed in providing services to small business” she says. “From my HP Compaq Business Notebook PC to my HP OfficeJet All-in-One, HP provides the technology that makes my small company as professionally effective as a big firm.”

"I was familiar with HP when I was a college student and while I worked in engineering field. I'd already used HP products and I knew they were of the highest quality. So, when it came time to equip my business, I naturally turned to HP."

Addy Perez-Mau, President/Designer,
Heaven Sent Jewelry, Fountain Valley, Calif.



Heaven sent inspiration

Perez-Mau founded Heaven Sent Jewelry in 2003. A mother of two, she had been laid off from her IT engineering job and found she liked being at home with the children—Sophia, then two years old, and James, one. It also was good for the kids, since her husband, Michael, travels a lot for his job with the federal government. The question was, how could Perez-Mau work without giving up her precious time at home? One day a popular daytime TV talk show ran a segment on stay-at-home entrepreneurial Moms. Perez-Mau felt the spark. With her husband's full support, she set out to find her business passion.

The answer came in a glint of crystal. Enthralled by the brilliance and beauty of a piece of jewelry she saw, Perez-Mau decided to sell Swarovski Mommy Bracelets online. She took \$5,000 in savings to charge headlong into action—and ran smack into the challenges of launching a start-up. The first challenge was time; after a long day with the kids, she'd be up at 2 a.m. writing her business plan. The second was money; her initial start-up capital quickly vanished. The third challenge was her inexperience; she had a lot to learn, especially about how to use technology as a strategic business tool.

"When you start a business, I think you don't know exactly what it entails," she says. "You need to cover operating expenses, you need to develop a winning product line and you need to get the most you can out of technology. If you don't know how to do

these things, you have to educate yourself."

Having worked in IT, Perez-Mau knew about HP quality and reliability. To learn more about the specific HP solutions for her current business needs, she participated in HP focus groups and customer events, pored over HP product information and spoke with HP representatives. HP, she found, could bring her small business the professional look and capabilities of a big operation—and help her grow Heaven Sent Jewelry into a multi-line, continuously innovative company with a hot marketing buzz.

A host of HP solutions

On the road, Perez-Mau uses her HP Compaq Business Notebook PC. She's taken it on the family vacation and to the International Women's Conference in Austin, Texas. In April 2007, she took the HP notebook to Sacramento, Calif., where she accepted the Assembly District #68 Small Business Honoree Award. Perez-Mau's HP notebook delivers a powerful performance on the road: All she needs is an Internet hotspot¹, and she can work on her many projects remotely.

For her office copying, printing and faxing, Perez-Mau chose the HP Officejet 6210 All-in-One. The machine prints professional photo quality and laser-quality text, provides easy flatbed copy and scan functions, and powerful faxing with an automatic document feeder. Versatility and ease of use make it an ideal productivity tool for her small-business office.



Other HP solutions on which she relies include HP paper and ink cartridge supplies and HP business support services. Always hunting for creative ways to market her products, Perez-Mau uses HP Snapfish to create photo collages for her website, www.heavensentjewelry.com. Snapfish is an HP service that offers free, unlimited storage of online photos, and allows users to edit, customize, upload and share images at minimal cost.

"I made my first collage for my business via Snapfish, showed it to a few people and asked, 'Guess how much I paid for this?'" Perez-Mau says. "They said, 'One hundred dollars? Five hundred dollars?' I told them, 'Less than ten dollars!' Everybody was just amazed; it looks so professional. And you know, when I see something like this, I'm always thinking about how I can incorporate it for my business."

Perez-Mau is a tireless do-it-yourself marketer. She attends trade shows, woos press coverage and speaks at business conferences. Heaven Sent Jewelry pops up on the Internet like a politician at a ribbon cutting—the Heaven Sent website, blog, e-mail push, Facebook, MySpace page, YouTube clip. "With these tools, I'm promoting even when I'm asleep," she says.

Perez-Mau will get even more out of her HP Officejet 6210 All-in-One as she plans to print her own marketing materials for an event this summer. Previously she's had to outsource the printing of promotional items like brochures and information cards, but now that she knows the many possibilities off her HP Officejet, she aims to be her own printer—and save money doing it.

Branding is critical to her success. From her initial line of Swarovski Mommy Bracelets she's expanded her product offerings to include bookmarks, bracelets—

even a fun foray into pet jewelry. Her market is women in general; from there she targets niches such as entrepreneurial women, religious women and Latina women.

Giving back to the community

Commitment to women entrepreneurs and to her Latino community also makes Perez-Mau a civic and business leader. She's a founding member of the Central California Hispanic Chamber of Commerce, of the National Latina Business Women's Association in Orange County, and of Stay Home Entrepreneurs (SHE). The Orange County Hispanic Chamber of Commerce gave Heaven Sent Jewelry its Small Business of the Year award. The U.S. Small Business Administration named Perez-Mau as the District and Region IX Home Based Business Champion. She has been asked numerous times to speak on how she uses technology to promote her business.

"An entrepreneur has to have passion and commitment and determination. HP also has passion and commitment and determination. They're totally committed to helping the woman entrepreneur succeed."

Addy Perez-Mau, President/Designer,
Heaven Sent Jewelry, Fountain Valley, Calif.

Some Hispanic business people in the United States, she says, sometimes face a language barrier; lacking confidence in their English skills, they shrink from assertive marketing. "I tell people, 'You're the owner! You're the CEO! If you don't go out there and promote, nothing's going to happen!' When I go out there, I make a statement; my hair is up, my jewelry is shining, I'm sparkling and vivacious. I've got my 30 second spiel down. I intrigue people. They want to know more about me, and they visit my website."

Customer solution at a glance

Primary application

Business computing, office printing, web-based marketing

Primary hardware

- HP Compaq Business Notebook PC
- HP Officejet 6210 All-in-One

Primary software

- HP Snapfish
- HP Logoworks

Contact the
HP Reference2Win
Program, 281-514-5755
for more information.

In addition to designing and selling jewelry, Perez-Mau generates income from speaking engagements and business consulting. Visitors to the Heaven Sent website these days will see the new line she's promoting: Hispanic wedding jewelry made from freshwater pearls. Perez-Mau also is writing a book on entrepreneurship. On the HP side, she's exploring HP Logoworks, a web-based service that provides small businesses with professional graphic design at a fraction of market costs. Logoworks, she

says, is going to help her one-woman company look even more like a big-time operation—another example of how HP understands and supports small business all the way.

"The HP people are listening," Perez-Mau says. "They're paying close attention to what the small-business person needs, and they're integrating products and services to help us thrive. It's not just selling equipment. It's a relationship that is inclusive and assists us to succeed."

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¹Wireless access point and Internet service sold separately. Availability of public wireless access points limited.

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