



Trinity Computer Services Ltd Customer Case Study

Trinity solution proves quality piece for Campbells Prime Meat Ltd

Overview

Country or Region: United Kingdom

Industry: Food and Beverage

Customer Profile

Campbells Prime Meat Ltd is a catering butcher focused on supplying a range of quality food products to companies in Scotland and areas of northern England

Business Situation

The company wanted new technology which would replace their old unix-based system and provide them with a platform to support future business growth

Solution

Microsoft® Business Solutions–Great Plains, Trinity's Myridas software modules and EDI

Benefits

- Critical system performance targets met within matter of weeks from launch
- EDI capability enables company to secure new public sector contracts
- SOP system scales to 4500-6000 order items per day from 1000 customers
- Efficient telesales ensures good customer experience
- Accurate, automated pricing helps to improve margin control
- Industry-specific catchweight functionality
- Improvement in reporting and analysis

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Stephen Sweeney, Financial Controller, Campbells Prime Meat Ltd

Campbells Prime Meat Ltd was established over thirty years ago and from its roots as a catering butcher the company grew rapidly in size and product diversity. Today with a turnover of around £45M and 330 employees, it retains its traditional catering butcher products in addition to offering a range of bakery, delicatessen and fresh fish.

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Situation

Focusing on Scotland and areas in northern England, Campbells serves a number of customer groups, from hotels, restaurants and pubs to schools, hospitals and universities. While traditional business lines still account for over 50% of business, public sector growth in particular is seen as a key opportunity by the company, already accounting for 30% of the business.

Customer service and product quality are key elements of the Campbells business proposition. Operating in a high volume fast delivery wholesale environment, the company uses technology to underpin its unique selling proposition – a commitment to deliver a wide range of available products to the customer’s doorstep the next working day, anywhere in Scotland, provided that the sales order is received by midnight the day before.

When Campbells Prime Meat decided to replace their ageing computer system they knew just who to turn to – their existing supplier, Trinity. Their unix-based FoodTrader system had been designed in the early 1990’s and this green screen environment was unable to make the most of the latest software advances. To move their business forward something new was needed.

Solution

Although Campbells considered a number of alternatives, in the end owing to a combination of functionality, advanced technology and industry experience, Trinity were chosen to implement their new breed of software based on the flexible business system, Microsoft Business Solutions – Great Plains.

From the start Trinity’s Great Plains solution was a strong contender. Stephen Sweeney, Financial Controller at Campbells, had spent

time reviewing competitive systems but came to the conclusion that Trinity’s most suited Campbells’ business. “At the time Trinity were a trusted supplier of software and what we saw in Great Plains proved to us again that we were working with the right people. They know our business and showed us a software solution that would not only match our current system in terms of capability, but give us the ability to take advantage of a range of technologies like an XML-based EDI solution”.

The new system comprises Microsoft Business Solutions – Great Plains software and Trinity’s own Myridas software modules. Significant among these was catchweights, a pre-requisite for this catering butcher. “Catchweights was a key system functionality requirement. I am pleased to say that our new Great Plains business system handles this with ease” says Sweeney.

A phased approach was adopted for the system implementation. Phase one has seen the implementation of a comprehensive Sales Order Processing system, replacing their existing business system. Phase two will see the implementation of new Purchasing and Logistics extensions to the system.

Benefits

Implementation success

It was critical to Campbells that none of the capability or efficiency they had built into their existing business system was lost. Taking a step backwards was not an option.

“We had a few teething problems”, explains Stephen Sweeney, “but worked closely with Trinity’s team to iron out these initial issues. The support we received was fantastic and overall the implementation was a great success. Trinity were on hand every step of the way to ensure that our new business system worked to our expectations as quickly as possible”.

Microsoft Business Solutions gives us a superb platform on which to build an IT infrastructure which will support us for many years to come...We anticipate seeing significant benefits here in terms of efficiency and cost reduction”

Stephen Sweeney, Financial Controller of Campbells Prime Meat Ltd

Sweeney continues, “We were delighted with the implementation as our business activity had not been disrupted. Good planning and excellent project management on the part of Trinity are to thank for this”.

Highly resilient implementation

System resilience was a key issue for the company and a full fail-over employing a back-up SQL database using terminal services is available. “Consistent operation was a key demand when choosing a business system” says Sweeney, “so much so that we decided to opt for a complete back-up should we need it. Owing to the daily volume of business, any down-time would have a direct impact on our business. Trinity have installed a system which means that should the unexpected happen our business systems will be back up and running within a matter of minutes, meaning that day-to-day activities can continue without any major disruption”.

XML-based EDI enables company to meet customer demands

A major motivator for systems change was the requirement of public sector customers for an XML-based EDI ordering system. As a result of implementing a Microsoft based business system, Campbells now have a working EDI solution that not only gives them this core technology capability – but which has already helped the company to secure new public sector business as well as satisfy the demands of existing customers.

System scales easily to deal with 4500 to 6000 order items per day from 1000 customers

Having a robust sales order processing system which could cope with 1500-1800 sales orders per day each with 3-4 line items on average was at the heart of Campbells system requirements. Stephen Sweeney explains, “At the outset of the project we had concerns that a windows based system would not perform as quickly as the unix-based

system to which we had become accustomed. In fact, there is actually little difference between the operational speed of order entry on our old system when compared with the Great Plains system. Trinity has done a great job in optimizing the new system for our busy sales environment, even to the extent of enabling keystrokes rather than use of mouse to ensure that we did not suffer any performance issues. The system handles daily average orders of up to 6000 items and can easily scale to 20000 at peak ordering times”.

Telesales are quick, efficient and accurate

Telesales operations run around the clock to cope with customers’ varying buying patterns and account for the majority of sales order transactions. With a team of 12 day and 5 night telesales operatives it was vital that a quick and efficient telesales system was embedded within the overall sales system. In addition to basic product and customer details, system functionality would need to cope with multiple customer price lists – around 1100 in total – promotional pricing, customer buying history and call scheduling activities.

“Telesales is an important part of our daily business activity”, says Sweeney, “accounting for over 80% of sales orders. The system has to operate 24 hours a day, seven days a week and to maintain customer service levels it is important that it runs smoothly all the time. Trinity have provided us with a quick, efficient and very easy to use telesales system that lets us meet our customer needs effectively”.

The price is right – each time, every time

With a database of over 28000 pricing records covering a product range of 25000 customer alternate items, a robust and functional pricing system was essential. Stephen Sweeney is delighted with the flexibility of the new pricing structure “When it

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comes to pricing we have seen some real efficiency gains with Great Plains. Price changing is an unqualified success. In our industry we have had great fluctuations in pricing in recent years, and our business system gives us the ability to respond quickly to such changes meaning that we have the ability to control and maintain our margins. Updating price lists means changing 1100 customer specific price lists. In our old system this was done manually, but with the new system we have practically automated this, with the effect that customer prices are always accurate, regardless of how frequently changes need to be made. We are definitely saving a lot of time and effort with this new process while improving pricing accuracy and protecting our profit margins".

Management and sales reports are produced with ease

Getting usable management information out of their old business system had previously been a problem for Campbells, but now with Microsoft Great Plains accessing management information has never been easier. With full drill down and around capabilities, Great Plains ensures that data may be easily queried and extracted from the SQL database in which it resides. This can be reported as management information using Crystal Reports or exported to excel spreadsheets for further analysis. Stephen Sweeney says "Our ability to get at data and analyse it against KPIs has significantly improved using Great Plains.

We can now access sales data that was virtually impossible with the old system – and all with relative ease. We now produce management reports that let us keep a very close eye on sales activity and customer ordering patterns".

A View on the Future

Following the successful implementation and launch of their new business system, Campbells now look forward to their future system use.

"Microsoft Business Solutions gives us a superb platform on which to build an IT infrastructure which will support us for many years to come" says Stephen Sweeney. "In the near future we plan to work closely with Trinity to maximize the immediate benefits that the system will bring in areas such as logistics and purchasing. We anticipate seeing significant benefits here in terms of efficiency and cost reduction. After that we may look at other parts of the business. The real benefit of Great Plains is that we have the inherent ability to do this as our development options are virtually limitless".

Sweeney continues, "We are delighted with the impact that Trinity has had in terms of bringing us up to date in technology. Microsoft Great Plains technology will enable us to grow as a business in the way we want to and to continue to deliver exceptional levels of customer service throughout our business. This is an important part of the Campbells IT philosophy".

Software and Services

- Trinity Myridas distribution software modules

■ Solutions

- Microsoft Business Solutions–Great Plains