

Scolmore International



Powering through with Sage 1000 CRM



The Company

Trading for over 16 years and now located in a purpose-built 56,000 square foot Midlands Head Office and Distribution Centre, Scolmore International designs, develops, manufactures and distributes OEM (Original Equipment Manufacturer) and its extensive range of CLICK electrical accessories and lighting products.

Employing more than 50 staff, Scolmore carries over five and a half thousand stock lines offering unrivalled choice in product and achieving enviable service levels.

The Challenge

To account for rapid expansion and business growth Scolmore International recently relocated to larger premises. With this move the company saw an opportunity to upgrade the central IT system and implement a new warehouse management system to manage the increased amount of stock and equipment the business needed to store.

Through CLICK, Scolmore International supplies products to the electrical wholesale trade and a national chain of approved CLICK stockists, providing local availability of all product ranges. As the business continued to grow, Scolmore International realised that in order to remain competitive within the market it was necessary to develop several key areas of the business, including CRM.

Steve Taylor, General Manager at Scolmore International, comments, "The complicated IT upgrades and implementation process, coupled with a business move, presented a number of problems for us in terms of storing and accessing

company, product and customer information. As one of the largest electrical accessory suppliers in the UK, we required an efficient and effective method of storing and quickly accessing this information."

The Solution

Over the past seven years CPiO has provided Scolmore with IT systems and services. The long-term relationship between the two companies made Scolmore's decision to partner with CPiO again simple.

CPiO and Scolmore overhauled the entire IT system in order to rectify the problems and realign the company's IT with its main business objectives, part of which has involved implementing the Sage 1000 CRM solution.

Taylor comments, "Our business has changed fundamentally since it began 16 years ago. Following substantial success and growth, it has been necessary for us to relocate to larger premises on three previous occasions prior to this latest move. Following our most recent relocation to a purpose built office and distribution centre in Tamworth, we realised that there were a number of areas within our business process in which IT could help us to run more effectively and more efficiently."

Taylor continues, "We have worked closely with CPiO for a number of years, so it was logical to select them to overhaul our complete IT system and resolve the problems we were experiencing with our central computer and warehouse management systems. CPiO has worked intensely to address all our requirements and refine our business processes."

Scolmore International Case Study



As well as selling a range of electrical products and accessories, CLICK also design and develop electrical products in-line with the latest legislation and compliance certification. Prior to installing the Sage 1000 system, Scolmore International was looking for a software package that could bring this side of the business up-to-date. The company was originally considering implementing the Microsoft Project software which would allow it to handle the design and management of these patented products from start to finish. However, following in-depth consultation with CPIo's expert advisors, Scolmore International opted for the Sage 1000 package as it could produce the same results at a much lower cost, along with a full systems upgrade.

CPIo also introduced Scolmore to its Intellisell web trading solutions, designed specifically for the Sage end user. Scolmore's management was very sceptical about the online opportunity for the company but pursued it under the leadership of Taylor, who comments, "I saw Intellisell as the ideal solution to really deliver true web sales. The Intellisell product delivered an easy to use, easy to update web front end that could suck product information and pricing directly from our Sage system and upload it to the website. Our customers could log on and see their own prices with a web discount applied, view stock levels and place orders directly on us via our Sage system."

The Benefits

As a business Scolmore is focused on using technology to automate as many actions as possible to ensure employees work effectively and efficiently in providing customers with a great level of service. Using the Sage 1000 solution's automated functionality tasks are performed much more simply and information can be found a lot quicker; which in turn continues to deliver substantial time and cost savings to the business.

Implementing the Intellisell web trading solution also proved a huge success. Scolmore quickly began to see an uptake in orders coming through

via the site with customers receptive to moving away from fax-based ordering. Taylor comments, "In just three months Scolmore's online sales went from approximately 8% of our total revenue to 44%; it was an incredible success."

"The system we are using looks quite different from the original package that was installed. CPIo has been fantastic in helping us customise and tailor the system to meet our individual business requirements. The consultants at CPIo have been great in creating links between the front and back office to provide us with a flexible product that can be scaled to fit our growing needs. We have also had a number of visits from the consultants at Sage, wanting to see what we've done with the system and how it is working. The feedback that we've received from Sage is very positive and I understand that there are plans for them to roll our ideas out to their other customers who will also benefit from the system alterations we have made."

The Future

Scolmore International is continuing to work with CPIo to utilise more of the Sage 1000 solution, including implementing a number of email marketing activities and producing customer newsletters and bulletins.

Commenting on the importance of a strong business relationship, Taylor says, "It has been a pleasure to work with the CPIo team to achieve our goals for this project. Within CPIo every single person you speak to has the same professional yet conscious business ethic, with everyone working extremely hard and becoming an extension of our business."

"I am delighted that we are providing Scolmore International with the Sage 1000 solution and helping to increase web sales. In today's difficult market place it is important that businesses use the best technology that suits their individual processes, in order to improve their efficiencies and reduce costs. We are very much looking forward to continuing to work with Scolmore International to find new ways to further improve their business and cut costs."

Andrew Watkinson,
Managing Director of CPIo

CPIo is a leading provider of business solutions for the mid-market specialising in Sage 1000, Sage Line 500 and Sage 200.

CPIo can also offer market-leading CRM solutions in SalesLogix, Sage CRM, ACT! and Microsoft Dynamics CRM.

For more information on how CPIo can work with your business please contact the Marketing Department on: 0844 880 6140

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