

Stage Systems



Stage Systems Fully equipped with Sage 200 and CRM

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Rod Fuller,
Commercial Director

The company

Stage Systems Limited, a highly successful company at the forefront of the modular staging market offers a range of solutions to suit different market sectors.

With a turnover in excess of £4.8million and around 40 employees the company is the UK's leading provider of easy to build, modular stage equipment, mainly supplying the education sector as well as commercial and community markets.

Holding over 40 years experience and more than 13,000 customers, Stage Systems has experienced diversification of products with a range of ergonomic furniture and sound & light packages. Not only do Stage Systems support BSF projects (Building Schools for the Future) but also provide portable dance floors, pool infill systems and auditorium seating and are constantly discovering new and imaginative ways of delivering staging projects. More recently Stage Systems have introduced an environmental strategy that includes FSC accreditation in order to reduce the environmental impact in all areas of their operations, a move the company are very proud of.

The challenge

Recently becoming part of the Havelock Europa Plc, Stage Systems Limited, with its continuous growth in products, services and staff saw a need to update its internal IT systems and refine its processes. The business was becoming too

complex and too much time was being spent in the management of a number of disparate systems. This had created silos of information across the business hindering good customer management and creating inefficiencies through re-keying of information. The management team also suffered from ineffective management reporting, a key requirement as the company began to extend its product range.

The solution

Stage Systems conducted a thorough review of the marketplace and chose a Sage solution from CPiO who were recommended via another Sage dealer as a proficient, vastly-experienced Sage specialist that could offer end-to-end support on the full Sage product range. Following a period of consultation from CPiO, Stage Systems settled upon a Sage 200 (formerly MMS) and CRM solution that would support both frontoffice and back-office operations. The original Sage MMS system implemented in 2005, included support through bill of materials, back to back ordering, stock and full cost centre analysis, and was implemented on time and within budget with minimal disruption to the business.

The partnership continued with the implementation of the Sage CRM solution combined with an upgrade to Sage 200 to support the company's front-office operations, enabling the company to benefit from a fully integrated Sage solution.

“The Sage 200 implementation went very

Stage Systems Case Study



smoothly and Stage Systems were impressed with CPIo from the outset. They took the time to understand our business processes and reacted quickly to our questions and needs. Coupled with their strong relationship with Sage, we felt that we had found a reseller that we could form a strong partnership with moving forward." Rod Fuller, Commercial Director

The benefits

The automated quote process will ensure that sales staff can respond much more quickly to sales leads and customer requests. Current information is now resulting in solid management reporting to understand sales history and market trends, as well as giving management vital support in making key business decisions, such as the introduction or modification of new product lines.

Fuller continues, "The new CRM system now means that the customer database is more advanced and more detailed giving the sales team a far more efficient and customer focused sales tool. The system allows for accurate scheduling, efficient reporting and informative correspondence, internally and externally in an active sales and customer focused environment."

The future - The CRM system

With the Sage solution running smoothly and a strong alliance with CPIo, Stage Systems now feels confident that it has the best solution in place to carry the business forward and support new ventures. "Sage 200 has been accepted within the company very easily and the benefits are obvious to both employees and clients". Rod Fuller, Commercial Director. Sage 200 and CRM will be integrated giving Stage Systems a powerful tool that will benefit every area of the business and in the long term give the company an efficient and effective command of the whole company's administration.

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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