

Release Date: -

CPIO HELPS NEWCOMER

itpr Press Coverage - Frozen & Chilled Foods

Mantinga UK has placed an order valued at £25000 with business specialists CPIO to implement a fully integrated CRM, financial accounting and business management system at its head in Gloucester.

The new system integrates CRM software from Saleslogix, Sage MMS financial accounting & business management software and business intelligence software. The systems aim to provide this new business venture with a competitive advantage in an industry that is still mainly paper based.

Mantinga UK Ltd, a Gloucester-based supplier and distributor of speciality breads and pastries from across Europe, is an ambitious new business with significant growth plans. Its business currently operates across the West of England and the SW through six fully mobile representatives of the business where all users are collecting prospect and customer information on a daily basis without returning to the office to update and consolidate ordering and forecast information. From the establishment of the business in 2004 the organisation decided to look for one technology solution that would integrate all of its businesses processes, from sales order entry and processing to customer records management. The easier access to management information will help to provide greater insight into their business and overall competitive advantage in what is a traditional industry.

Mantinga needed a software system that would be able to grow with them and accommodate its requirements in the long term and in particular, the ability to cope with the national expansion of the company. However, the system needed to be quick to implement and easy-to-use to minimise training and maximise return on investment. They were also looking to save 15% on paper costs and reduced administrative costs.

Steven Mackintosh, Managing Director of Mantinga says, "The system which CPIO proposed fitted both our immediate and long term business needs. We focused on software that could cope with multi-currency transactions and sophisticated sales order processing, as well as ensuring we had all the relevant management information at our fingertips to provide up-to-date customer information to guarantee the highest levels of customer service."

(Continued over)



He continues, "The nature of our business means that we have to operate a fully mobile business. So it was vital that we had a system that allowed our workforce to access this information in the field.

Installation of this system was very rapid. Five weeks after Mantinga ordered the system it was implemented. Mackintosh comments, "We hit the ground running one day and we've been able to run very fast ever since."

There are eight users on the system, who all underwent intensive training so they understood the full capabilities of the software, which they can build on while transferring this knowledge to other users within the company as it expands.

CPIO continues to provide the company with constant support, making visits to suit their needs. Steven Mackintosh explains, "This system that CPIO has implemented allows us to operate a large team on multiple sites; it permits multiple-users to access customer accounts simultaneously, and automatically updates any information added. We have eight users with access to they system, six of which also have mobile access. The system enables us to have immediate access to up-to-date customer information anywhere!"