

NOVA GARDEN FURNITURE INVESTS IN CRM FROM CPIO TO CONTROL COMMUNICATION ACROSS THE BUSINESS

- Back-office integration fully automates communication process with customers and suppliers

Nova Garden Furniture, a leading UK designer and manufacturer of high quality garden furniture, has invested in a Sage MME CRM solution from CPiO. The Customer Relationship Management (CRM) solution will improve customer and supplier communication, increase visibility of information across the company, and reduce costly IT support overheads.

Nova Garden Furniture were using a bespoke CRM solution, relying on discrete Microsoft Outlook calendar reminders and emails to keep control of all communication within the business. The decision was made to look for a solution that would consolidate and centralise all customer and supplier details which would be accessible throughout the company.

Scott Nicoll, Finance and IT Manager at Nova Garden Furniture comments, "We were looking for a solution that would store all of our data in a central location. We wanted to make it easier for our employees to access the customer and supplier databases, therefore improving visibility and efficiency across the business. The solution CPiO is providing us with should enable our employees to be far more proactive and further improve our customer service."

An important factor for Nova Garden Furniture was that the CRM solution should fully integrate with their back office system, Sage Line 500. Two alternative systems were evaluated, including Microsoft CRM, however Sage MME offered the best integration and support.

Scott comments, "The MME solution is very easy to use and will not require a huge amount of user training. CPiO also offer a very good support package, reducing the amount of money we would have spent on IT support compared to other solutions that we evaluated."

Scott also believes that the CRM solution chosen will lead to improved management, as the management reporting facility will enable complex data to be displayed quickly. Future plans include Nova Garden Furniture moving all of their customer and supplier communication across to Sage MME.

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Scott concludes, "The support that we have received from CPiO so far has been excellent. Our employees have noticed that the improved response times for support calls have reduced un-necessary frustration and made their day to day activities much easier. By choosing Sage MME we feel that we will see quantifiable results very quickly and an overall improvement in the success our business."

About CPiO

CPiO is a privately owned business software specialist that provides consultancy, implementation and integration services to companies in a wide range of industries, including manufacturing, distribution, the service and FMCG industries.

Established in 1990, CPiO is one of the Waterdale Group of companies and has over fifteen years' experience in providing 'best of breed' integrated business solutions in finance, manufacturing and distribution, combined with CRM, Business Intelligence and eCommerce.

A Strategic Partner of Sage UK, CPiO is one of the top five resellers of Sage Mid Range software in the UK – including Sage MMS, Line 200, 500 and Saleslogix and has strategic alliances with third party products and organisations including Microsoft Axapta, IBM, Business Objects Cognos, Oracle, Informix, SuSE Novell, and Linux enabling it to deliver its customers a 'total business solution'.

CPiO is headquartered in Coleshill, West Midlands, and has over 400 customers in a range of industry sectors, including manufacturing & distribution, automotive, plastics & rubber and the service sector. Key customer names include Enta Technologies, Siemens, So Good, Accantia, Esteem Systems, Futaba-Tenneco, Gaskell & Chambers Ltd, Hamworthy Heating, Portal Products, SEAC, Severn Trent Services, Stanford Marsh Group, and the Victoria and Albert Museum.

CPiO has a solid reputation for integrity, professionalism & expertise and a unique culture based on people, promoting an open, straightforward approach to business relationships. CPiO believes in working in partnership with its customers, providing and receiving information freely to create a wider understanding and a solid platform that facilitates the development of practical, value-add solutions to business problems.

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