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INDUSTRIAL HARDWARE DISTRIBUTOR STEINEL SELECTS CPIO FOR INTEGRATED FINANCIAL & CRM SYSTEM

£30,000 order for integrated Sage MMS, Business Intelligence and Saleslogix CRM system

Steinel UK, developer & distributor of branded and non-branded hardware that includes heatguns and floodlights for commercial, industrial and military use, has placed a £30,000 order for an integrated Sage MMS financial and Saleslogix CRM software solution from business software specialists CPIO.

The integrated system will provide the £1.5 million turnover company with a single platform for managing their finance, direct and indirect sales and customer service functions. The system will significantly reduce the time and effort currently spent manually checking and correcting multi-currency transactions; provide improved management information and control over both the finance and sales functions and improve communications with the company's customers and its parent company in Germany.

The integrated system is being implemented at Steinel's head office in Peterborough and will be used initially by a total of 13 users across finance and sales. Accessible via a web-browser, the system will both reduce costs and improve remote working options for Steinel's business managers and field-based sales team, and will play a fundamental part in underpinning the company's progressive growth plans.

Neil Tomkinson, General Manager of Steinel UK, explains, "Steinel UK is a steadily growing company. Having implemented Sage Line 50 only 18 months ago, we recently identified a need to upgrade the system to improve the management of our increasing number of multi-currency transactions, and reduce the amount of time manually spent checking and interrogating the data."

He continues, "At the same time, we wanted to improve our sales efficiency by providing our sales staff with relevant customer details, as well as making the business more flexible, efficient and productive by increasing our ability to work remotely."

Based in Peterborough, Steinel UK is the wholly owned subsidiary and UK distribution arm of Steinel Vertrieb GmbH and is a global company responsible for the development and production of electronic products, such as heat guns, glue guns, interior and exterior lighting and lighting controls, for the home, office and trade.

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CPIo's consultants will implement the Sage MMS and Saleslogix CRM software, creating an integrated business system. The implementation will start with Sage MMS, due to go live before the end of 2004. The Saleslogix implementation will commence in the New Year.

Commenting on the benefits of the system, Neil Tomkinson explains, "By improving both our finance and sales functions, combined with the benefits associated with more efficient remote working, Steinel expects to achieve return on investment in [15 months]. However, the benefits will continue as the new system will be able to support our business growth for months to come."

Commenting on the selection of the system and CPIo as systems integrator, Tomkinson concludes, "Sage recommended two of its systems integrators to us. We were immediately impressed with CPIo, their approachable attitude, their demonstrable understanding of our business requirements and their ability to translate that into an IT system that would deliver us benefits now and moving forwards."

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