DATAFLOW

ARCHITECTURAL CERAMICS

CASE STUDY: DATAFLOW SUPPORTS EXPANSION PLAN FOR CERAMICS FIRM

Architectural Ceramics has serious plans for business growth in the next 3 years; with dataflow playing a key role.

Architectural Ceramics (UK) Limited is a leading supplier of ceramic tiles and associated products to Architectural/ Design Practices and corporate clients across the private and public sectors.

Established in 1988, the company operates out of a 40,000 sq. ft. distribution warehouse in Birmingham and employs 35 staff.

Architectural Ceramics had been using the system successfully to manage accounting, sales order processing and stock control for four years when Operations Director Tim Venner was appointed.

TARGETS FOR GROWTH ARE A CHALLENGE EASILY HANDLED BY DATAFLOW

On his arrival, Tim was tasked with reviewing the company's existing systems and coming up with recommendations, not only to improve efficiency, but also to provide a platform for future expansion.

"WE HAVE A VERY AMBITIOUS GROWTH STRATEGY AND UNLESS WE HAVE ROBUST BUSINESS SYSTEMS IN PLACE WE WON'T BE ABLE TO MEET OUR TARGETS"

TIM VENNER, OPERATIONS DIRECTOR, ARCHITECTURAL CERAMICS

Aggressive expansion plans were set to see Architectural Ceramics double their workforce and treble their turnover in 3 years; so it was vital that any systems in place could handle the predicted increase in workload.

Dataflow's scalability makes it invaluable to a company such as Architectural Ceramics, as it can handle organisations of any size or structure and fully supports organisational growth.

DATAFLOW OFFERS MANY POSSIBILITIES FOR IMPROVING EFFICIENCY

Architectural Ceramics were committed to an operating system that ran the business, rather than employees who ran a system, as it mitigated the risk of human error.

Having reviewed the way Dataflow was being used, it became apparent that there was additional value to be gained.

"THE SYSTEM IS QUITE CAPABLE OF PROCESSING CUSTOMER ORDERS, LEDGERS AND STOCK CONTROL AND I WANT TO BE MAKING THE MOST OF THE FLEXIBILITY AND POWER THAT DATAFLOW HAS TO OFFER."

One key change has already been made to the way the company is using Dataflow and it is already paying dividends.

An upgrade to the latest version of Dataflow allows invoices to be exported directly to the third party factoring company used to handle customer accounts.

According to Tim, this has had a significant impact on the speed in which invoicesare turned around. Dataflow also integrates seamlessly with Maximizer, the CRM software used by Architectural Ceramics.

BUSINESS SYSTEM FUNCTIONALITY ENHANCED WITH NEW QUOTATION SYSTEM

Architectural Ceramics are already using Dataflow to generate reports on orders generated and processed by salesman, area, architect and contractor. However, Tim feels they can make more effective use of the system's reporting capabilities so they are investing further by implementing a bespoke quote system, designed by Dataflow.

Quotations will now be generated by the new Job File Manager directly into Dataflow, flowing through Sales Order Processing into the Sales Ledger. Contractor details will be picked up directly from the Sales account records and invoices will automatically flow through from the Sales Orders via Quotations.

The new system will also have a powerful reporting facility, where sales analysis will be available by Stock item and Product Group; providing vital information to support the company's future growth plans.

BUILDING RELATIONSHIPS FOR FUTURE SUCCESS

Architectural Ceramics plans to expand the number of users of Dataflow, so it is accessible to every employee in the company.

"THE WAY I SEE IT, DATAFLOW WILL BE A FULLY INTEGRATED PART OF ARCHITECTURAL CERAMICS MOVING FORWARD."

If you would like further information, please contact us on 0845 456 1020.

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