



DISTRIBUTION

CASE STUDY: CORE COMPETENCY

Core Products places Dataflow at the centre of their e-Commerce and Distribution business.



ABOUT CORE PRODUCTS

Over the past 3 decades Core Products has grown into one of the UK's leading suppliers of flat-packed furniture, shelving and storage products. Core Products design and develop products specifically for the demanding UK consumer; with attention paid to every detail, including materials, fixings, assembly and packaging.

As one of the foremost suppliers to the UK retail and contractor markets, Core Products offer both a bulk trade or direct-to-home delivery service from an extensive product stockholding. Customer service and support are provided by the national administrative centre in Perth, Scotland.

Core Products run a national distribution centre in Fife, with convenient access to the UK road and rail network, plus international distribution via the nearby port of Grangemouth.

At any one time, Core Products houses over 100,000 items in its three warehouses; with a similar number in transit - either inbound from manufacturers or outbound to customers.

FLEXIBILITY IS THE KEY TO SUCCESS

Core Products has been working with Dataflow since 2008. Flexibility has been a key component of the success of this long-term relationship. As the Core Products business has grown and evolved over time, Dataflow has been on hand to provide custom enhancements to the standard accounting package.

This flexibility is at the heart of the success of Dataflow financial management software. Rather than compromising the way they do business, Core Products are able to scope and dictate changes to the system that allows them to integrate a broad range of business processes and workflows.

Examples of customised modules include: EDI, e-commerce, sales ledger and real-time stock management.

WHY DATAFLOW?

Core Products had been working from a DOS-based accounting package for many years. However, life under the legacy system was becoming painful as many of the data import-export functions were manual; which made sales accounting a time-consuming process.

When it came time to upgrade to a Windows package, Mary Wallace, Finance Director of Core Products explains: "We were, of course, aware of a number of potential suppliers. However, Dataflow's familiarity with our business made it a no-brainer for me".

“WE ARE A SALES ORGANISATION, SO WE ARE LOOKING FOR DATA ALL THE TIME. WITH DATAFLOW, I CAN GET THE MANAGEMENT INFORMATION I NEED REALLY QUICKLY.”

MARY WALLACE, FINANCE DIRECTOR,
CORE PRODUCTS

Core Products run three separate company accounts with multiple suppliers on the purchase ledger with multiple bar codes used for commoditized products.

Multi-site warehousing makes stock management a challenge as any delays in releasing stock could lead to inaccuracies – an item is either a sales value or a stock value, not both.

e-Commerce modules transform the order process streamlining cash-with-order sales with secure credit/debit card payments and account sales by applying the back-office credit control workflow.

Promotional codes are used to apply time-limited discounts and these are automatically applied by Dataflow, ensuring accurate invoicing.

Core Products delivers on behalf of retail partners, direct to the end user. Automation of the distribution workflows means there is no need to add delivery details manually into a separate system.

Dataflow is also integrated with national logistics companies, providing accurate package weights, volumes, pallet numbers and destinations. Automating this process saves time in liaising with third parties.

In addition to products for assembly, Core Products offers an extensive online catalogue of parts and accessories. This is also linked to the accounts package.

The three business entities being managed within Dataflow often involve inter-company purchases, which are handled seamlessly.

Core Products are expert users of the Dataflow accounts package, leveraging almost every component of the solution. As new requirements emerge, Core Products work with Dataflow to scope and integrate additional functionality.

“IT expenses can be high” says Mary Wallace, “but the value add components of Dataflow have more than paid for themselves.”

“THE E-COMMERCE SOLUTION HAS BEEN PHENOMENAL. INFORMATION GOES STRAIGHT THROUGH TO THE WAREHOUSE, MAKING THE PICK AND PACK AND STOCK CONTROL PROCESSES MUCH MORE EFFICIENT”.

THE FUTURE

Mary Wallace is enthusiastic about future collaborations too “We are already using most of what Dataflow has to offer, but in the future we are looking to add even more functionality.

We will be adding 3D product images and dynamic content to the online catalogue and we will be entering the world of mobile applications as we leverage the new Dataflow mobility solution to deliver e-commerce direct from an iPad.”

Dataflow’s Management Systems are already helping many companies to realise their true growth potential through streamlining their business processes.

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

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