



13 licences

Battery manufacturer sees positive effects of MRP, Accounts & CRM

Creasefield Ltd, based in Ilminster, Somerset, manufacture bespoke batteries for a diverse range of industries including aerospace, marine and medical. In 2001 the company was relying on a stripped down offering of an enterprise MRP system. While the functionality they had was good the system overall caused a number of frustrations. Jason Holt, Managing Director said; *“The system we had was a cut down version for smaller businesses, so everything was a bolt on module that cost more. It was also difficult for one person with multiple responsibilities to navigate between screens covering different modules, so we decided to look at alternative systems.”*

The company considered upgrading their existing system and also reviewed similar alternatives but quickly discounted them because of the initial massive capital outlay. Jason added; *“The upgrade cost with our current supplier was a huge expense - many tens of thousands - which at the time we simply could not afford.”* They came across 123insight online and requested the multimedia DVD. This allows companies to review 123insight’s functionality without the traditional approach of salesmen and protracted consultancy meetings. The Evaluation Workshop takes this further by allowing companies to see the system and ask questions alongside other companies also seeking a similar solution. Jason liked the no-risk philosophy; *“One of the refreshing changes was that we could have access to all of the modules without continually bolting on additional costs. It*



Jason Holt - Managing Director

gave us all the functionality that we could grow into, which was a huge factor in the decision making process.”

Creasefield made the decision in January 2002. Jason attended the training courses the same month and provided in-house training with the supplied documentation. As

their previous system employed a SQL Server database transferring the data did not cause any issues, and the company was able to go live the following month across virtually all departments. Jason commented; *“It was very straightforward to run with the majority of functionality straight away. As most of our production was in one room and operators had little need to interact with the system we stopped*

Key Benefits:

- *Assessed and reassessed as the best solution*
- *Integrated CRM and accounts*
- *Batch traceability helps with ISO9001*
- *Much more reliable information, such as leadtimes*
- *Low monthly rental of £982 (13 licences with CRM)*



short of rolling the system out on the shopfloor, but we intend to add terminals there to allow staff to use shopfloor data capture (SFDC) in the future. The manufacturing layout has changed, with staff working more in teams. There's much more flow to production now, which lends itself more to SFDC."

After going live Creasefield experienced a massive drop in the amount of paperwork required to run the business, with most documents either being viewed on screen or, as in the case of purchase orders, sales orders and part-related documents, they could now all be emailed directly from 123insight. Although leadtimes themselves have not changed Jason believes that their ability to quote more accurate timescales has improved.

The system was also very well received by staff; *"They warmed to the system very quickly and saw the same benefits that we saw as a management team. It allows people to get on and do their job without fighting with the system. We rarely hear comments from staff regarding system frustrations. Compared to our previous system 123insight delivered a much improved interface - easier to look at and intuitive. The concept of drilling down and right clicking was something that we didn't have in the previous system."*

Creasefield holds the ISO9001 quality accreditation, and Jason believes that having 123insight is intrinsic in maintaining it; *"Batch traceability is crucial and 123insight does this well. We can issue certificates of conformity to give customers awareness and visibility and control, and we have the comfort that we can drill down to batch information from finished part records at any time if we need to."*

Over the years the company tried to implement various standalone CRM systems without success; "CRM was

always an area that we struggled with. We tried a number of competitive standalone systems that tended to be too complex and as a result staff did not use them. One system cost us £4k - it was a disaster and only used for 6 months. We were really excited when

"We were really excited when 123insight started to offer CRM... 123insight is a great way of spending money on your business - it's cost effective, reliable and provides a great breadth of functionality. It just works."

123insight started to offer CRM. When we went live it immediately provided a seamless ability to not only record info about prospects and suppliers, but also gave us added improvements in the way that we drove the system overall. It was a great benefit to us. We have also taken on Access Dimensions due to its common database and tight integration."

Creasefield has grown from a company of 15 turning over £680k in 2000 to one of 63 turning over £4.2m in 2011, so although the turnover has grown sixfold the number of staff has not had to follow suit. Jason finalised; "A few years back we reassessed all of our systems, including 123insight, to make sure that we were aligning ourselves with the right vendors. We came to the same conclusion that 123insight was the best fit for our business. Moving forward with version 9 will help develop the way we record production data and inspection records. The advanced serial number tracking will be a massive improvement for us. 123insight is a great way of spending money on your business - it's cost effective, reliable and provides a great breadth of functionality. It just works."