



PINNACLE

Computing Solutions

SAGE LINE 500 CASE STUDY:
KINGSPAN ENVIRONMENTAL
& RENEWABLES LTD

SAGE SUPPORTS THREE-FOLD EXPANSION FOR KINGSPAN ENVIRONMENTAL & RENEWABLES LTD.

■ CLIENT PROFILE

Kingspan Environmental & Renewables Ltd is a leading manufacturer of products for the construction, domestic and commercial markets. Its original range of tanks for fuel and water storage has been extended to include products for sewage treatment and pollution control, such as collection of run-off water from motorways. Recent years have seen an increasing drive towards environmental products and renewable energies, for example manufacturing thermal tubes for water heating. The goal is to offer customers the maximum synergy between products.

A division of Kingspan Group Plc, Kingspan Environmental & Renewables operates from around forty locations. These are mainly in the UK and Ireland, but it has a sales presence and two manufacturing plants in Europe. The divisional head office is based in Banbridge, County Down, Northern Ireland.

Over the years, the business has grown organically and through acquisitions, effectively trebling in size in eight years. Today, sales revenues are in the region of 300 million and the workforce numbers approximately 2,000.

■ THE CHALLENGE

With rapid expansion in the scope and scale of operations in the early years of the century, Kingspan Environmental & Renewables looked for support to ensure that IT systems kept pace with the evolving needs of the business.

As new branches were established and the salesforce increased, a more complex business emerged, presenting more management challenges. Communicating by word of mouth and email became inefficient, while holding vital critical customer information in the personal systems of individual sales people was no longer a viable way to operate.

Management wanted to adopt a more proactive approach, with sales teams being empowered to call customers to promote new products and drive customer service calls. To achieve this would require storing all customer details in a central location, readily accessible to relevant staff and managers.

■ THE SOLUTION

Kingspan Environmental & Renewables identified the need for an integrated enterprise resource planning (ERP) system to cater for complex business requirements across multiple locations and multiple currencies as its business extended into Europe.

Tetra CS/3 (now Sage Line 500) was implemented in January 2000. This was rapidly rolled out in the months which followed until there were some eighty users.

To support this major transition, Kingspan Environmental & Renewables chose Pinnacle Computing as its Sage Business Partner. Managers were impressed by Pinnacle's extensive experience, reputation for high quality implementations and understanding of what the business needed. Pinnacle was also able to provide local consultancy, support and account management from its Belfast and other UK-wide offices.

Today, Kingspan Environmental & Renewables has three installations of Sage Line 500, in Banbridge, Aylesbury and Poland, with 220 users. Implementation of Sage SalesLogix, the specialist mid-range customer relationship management (CRM) system, followed.

■ THE BENEFITS

Customised by Pinnacle to suit the company's complex requirements, particularly in area of manufacturing, Sage Line 500 has successfully catered for the company's finance, distribution and manufacturing requirements and fulfilled all expectations.

Richard Gray, IT Manager at Kingspan Environmental & Renewables, explains, "The system supports everything we do, from sales order entry, to MRP for production planning, to inventory and purchasing. Its extended management reporting and flexible design help our managers to maximise business information across the different areas of the company."

The extent to which Sage can be rolled out has helped bring newly acquired companies on board quickly and efficiently. Richard notes, "On each acquisition, we've replaced whatever we've found with Sage, as standard. We have a broad range of some twenty modules available to us which cover all the bases, so we can select and implement those needed by the particular business. We haven't encountered anything yet which Sage can't handle."

Currently, one large server for Sage supports multiple entities. The long-term strategy is to work towards merging the databases onto a single platform to make it easier to share data across the entire company. Potentially, this will lead to greater pooling of resources. In fact, this is already beginning to happen through the branch inventory warehouse module, which helps to manage the flow of materials from one manufacturing location to another.

Kingspan Environmental & Renewables has also benefited from a professional CRM system in Sage SalesLogix. There are 90 SalesLogix users and its broad functionality is thoroughly deployed to ensure that sales and marketing resources are invested where they can bring best return.

SalesLogix provides an efficient, automated method of recording marketing activity, customer contact details and sales, and then sharing this information between sales teams and office-based sales support staff. Customers' and prospects' contact details and call history are all centrally recorded to create a single, unified source of up-to-date customer information.

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*Richard Gray, IT Manager,
Kingspan Environmental & Renewables Ltd.*

Account management has been improved as reports on the spread of calls analyse which customers have been visited and which areas require attention. The office-based sales team can use this information to schedule appointments for remote sales teams.

The marketing team are able to keep a record of when and where brochures have been sent and monitor literature requests. This helps to generate and track leads and also ensures that customers are kept informed of relevant new products and promotions.

One Kingspan Environmental & Renewables office has also begun to use SalesLogix telesales support for outbound calling. The system holds their calling diaries, prepares the account information, and logs the responses to calls. Information gathered from customers then feeds back into commercial and marketing decisions.

■ THE FUTURE

Throughout all these business and technological developments, Pinnacle has supported Kingspan Environmental & Renewables in building the IT platform needed to sustain continued, profitable expansion.

Commenting on the continuing relationship, Richard Gray says, "It has worked consistently well over a long period. We have professional, dedicated support from Pinnacle.

They have the experience to manage implementations effectively and ensure that our systems evolve as our business needs change. Like us, they have grown over time and have the size and scale to provide the coverage we need."

With Pinnacle's help, Kingspan Environmental & Renewables is planning to exploit SalesLogix further as its chosen CRM platform. A mobile version of SalesLogix has been recently purchased and a pilot is in progress.

Richard regards this as an exciting development and is looking forward to providing the salesforce with the ability to capture leads on their BlackBerry® mobile devices. These will then be fed back and collated centrally as soon as possible, rather than having to wait until sales people return to the office.

■ SOLUTION OVERVIEW:

- ▶ Enterprise resource planning which covers every aspect of the business.
- ▶ Customer relationship management which offers strong support to sales and marketing teams.
- ▶ An IT platform which has evolved to meet changing business needs and company expansion.
- ▶ Professional, dedicated support from a Sage Business Partner with coverage to match the business.

“ THE SYSTEM SUPPORTS EVERYTHING WE DO, FROM SALES ORDER ENTRY, TO MRP FOR PRODUCTION PLANNING, TO INVENTORY AND PURCHASING. ITS EXTENDED MANAGEMENT REPORTING AND FLEXIBLE DESIGN HELP OUR MANAGERS TO MAXIMISE BUSINESS INFORMATION ACROSS THE DIFFERENT AREAS OF THE COMPANY. ”

*Richard Gray, IT Manager,
Kingspan Environmental & Renewables Ltd.*

■ ABOUT PINNACLE

Pinnacle Computing is a Sage business partner providing the full range of Sage Accounting, ERP & CRM solutions. Pinnacle Computing is based throughout the UK & Ireland with offices in Belfast, Dublin, Glasgow, Hull, Maidstone, Nottingham, Portsmouth, Warrington and Worcester. Sage is a global provider of end-to-end business management applications for mid-sized businesses. Look to Sage for fully integrated software that delivers high performance, advanced functionality, cross-product integration and unmatched freedom of choice. Integrating powerful front-office web and wireless capabilities with back-office accounting and operations. Sage provides companies with the solutions they need to enhance competitive advantage and increase profitability.

Talk to us!

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