

CASE STUDY

SAGE 200

► PUKKA PADS

Sage Business Partner



PINNACLE HAS THE SIZE AND SCALE TO SUPPORT **PUKKA PADS'** INTERNATIONAL GROWTH



ABOUT PUKKA PADS

Pukka Pads is a very British company with an international presence. Founded in 1999, it has grown rapidly from its base in Poole, Dorset, and today employs nearly eighty people.

In the face of cheaper imitations and imports, Pukka Pads has achieved a winning formula of quality and value combined with distinctive branding and styling. Its branded and own-label stationery, packaging and activity products are to be found in schools and universities, as well as on the high street. It supplies to customers in countries around the globe.

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BUILDING A SUCCESSFUL BUSINESS ON SAGE

Sage software has been an integral part of the Pukka Pads story, almost since its inception, from using Sage 50 Accounts in the early days to a wide-ranging deployment of Sage 200 in more recent years. Sage 200 now supports operations at head office in Poole, warehousing in Lutterworth, Leicestershire, and production in Bingley, Yorkshire.

Debbie Lewis, Finance Director at Pukka Pads, comments, “We use virtually all the Sage modules, from finance to stock control, to bill of materials and warehousing, while sales and marketing use Sage CRM.”

Debbie notes, “One of the things we like most about Sage 200 – in fact, the biggest advantage for us – is that the basic off-the-shelf product provides a great foundation. You can then have it bespoke to meet precise commercial requirements and to generate additional information, without having to start from scratch or go down the route of implementing a huge system like SAP.”

Giving an example Debbie says, “Every business is unique and, in our case, we needed specific reports to analyse our products and customers, as well as specialist facilities such as being able to link the customer codes of some of our major retail customers to our own codes.”

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PROFESSIONAL TECHNICAL SUPPORT IS CRITICAL

With the Sage system being so fundamental to the smooth operation of the Pukka Pads business, having dependable, expert technical support is absolutely essential.

Debbie explains why the company moved to Pinnacle for support some years ago: “Our previous provider did a good job, but they were a two-man business. Without the size and scale to support us as we grew, they could only take us so far. Having realised this, we began to look for a Sage partner with the resources and skills to support us in our growth ambitions. Eventually, we selected Pinnacle and we have now been working with them for over eight years.”

Reviewing the nature of the support that Pinnacle provides, Debbie categorises it into day-to-day technical support and consultancy at key stages in the evolution of the Sage system.

“Day-to-day support is excellent,” she says. “We have a very good relationship with the Pinnacle customer support helpdesk team – their response times are pretty well instant and they are very easy to deal with. They are good at talking people through a problem, both users with a technical background and those without. Nothing is ever too difficult for them – or too simple! All our staff at our three UK facilities, ranging from warehouse operatives to senior managers, can call Pinnacle directly should they ever need help, and are confident and happy to do so.”

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DEVELOPING THE SOLUTION

Debbie goes on to outline an example of the technical consultancy Pinnacle is able to provide,

“When we implemented bill of materials at our Bingley production site, Pinnacle came on-site to help set up the software and customise it to our business, followed by training our users. That’s the level of support we can access with Pinnacle, in a way that would be impossible with our previous, smaller support provider.”

Furthermore, as Debbie points out, “We need to keep the Sage 200 system aligned with the changing requirements of the business as it goes forward. Pinnacle is, therefore, helping us to think through our options at a more strategic level.”



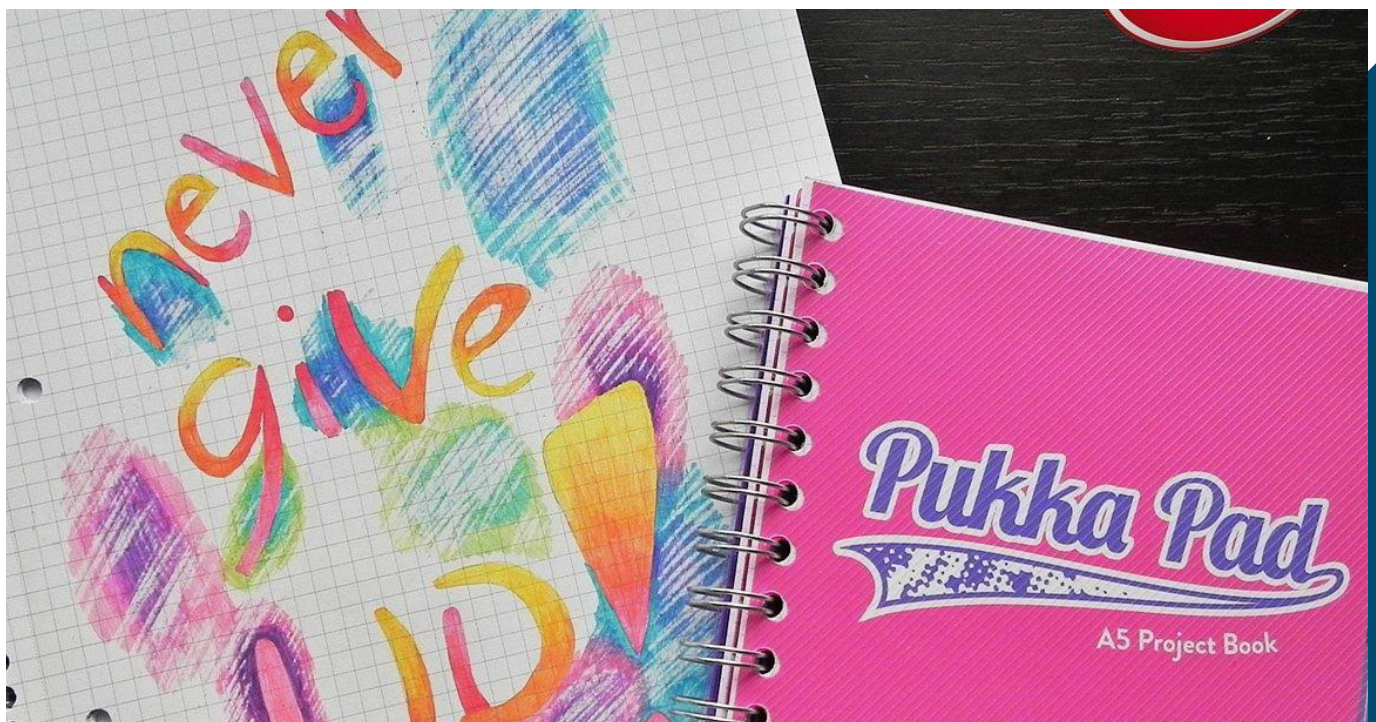
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ESTABLISHED 1993