

## Allied Manufacturing choose Microsoft Dynamics from Trinity Computer Services to drive growth

**Manchester, UK** – 10th December 2007 – **Allied Manufacturing Co London Ltd** a leading supplier of kitchen furniture announced the purchase of a Microsoft Dynamics GP business solution from Trinity Computer Services Ltd as part of a major investment in the company's IT systems.

The new fully integrated 70 user system spanning 4 locations will cover every aspect of the company's business including finance, sales order processing, warehousing, journey planning, vehicle loading, purchasing and demand planning.

“The Dynamics GP software is infinitely more flexible and we are confident it will allow to us identify problems and opportunities much more quickly.”

**Jeff King**  
Sales Director

With a comprehensive product range and national coverage, Allied aims to offer exceptional levels of service for their customers. The need to maintain these service levels and to cater for Allied's aggressive growth plans prompted a review and a decision to invest in new IT systems. Unrestricted access to real time information was regarded as a particular priority. Commenting upon the new system, Jeff King, Sales Director, observed: 'We can no longer afford to rely on old fashioned computer systems that are very unwieldy and too rigid when it comes to accessing critical business data. We know the information we need is in there somewhere but we just can't get at it in an efficient manner. The Dynamics GP software is infinitely more flexible in this respect and we are confident it will allow to us identify problems and opportunities much more quickly'.

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Trinity Computer Services has a 15 year pedigree of supplying IT solutions to the Wholesale Distribution sector and is a key Microsoft partner with over 300 customers on the Dynamics platform worldwide. Sarena Joseph, Chairman, commented 'We decided if we were going to make a significant investment in a new system it had to be with a company that not only understood the issues that drive our business but also one providing a product with a long term future. We know from our own experience that it is all too easy to find that your IT systems are falling behind and holding you back. The Trinity Microsoft combination gives us the best of both worlds, a partner who understands wholesaling backed up by a world leader in IT'.

Carl Bolus, Trinity's Sales Director, was delighted to welcome Allied as another new customer. ' We're very pleased to be working with such a major and successful supplier in the kitchen furniture market sector. Our success with Allied underlines once again the strength of Trinity's Dynamics GP based solutions across a broad spectrum of the wholesale distribution market'.

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#### **About Trinity Computer Services Ltd**

Established in 1975, Trinity Computer Services Ltd is a leading Microsoft Business Solutions partner dedicated to providing innovative and functionally rich software Wholesale Distribution sectors. Trinity's solutions are based upon Microsoft Dynamics GP software to provide a versatile business system encompassing a range of capabilities including Sales Order Processing, Supply Chain Management, Inventory Control, Financial Accounting, e-Commerce and Business Analytics.

More information about Trinity solutions around Microsoft Great Plains is available at:

**web: [www.trinitycomputers.co.uk](http://www.trinitycomputers.co.uk) tel: 0161 406 2300**

#### **About Allied Manufacturing**

Established in 1946, Allied has grown to become one of the largest distributors of kitchens and bedrooms in the UK. The company prides itself on supplying some of the most prestigious brands to the market; Crown Imperial, Neff, Fisher and Paykel, and Carron Phoenix to name just a few. Allied services the whole of the British Isles from its depots in London, Birmingham, Oldham and Newcastle.