



## Trinity Computer Services Ltd Customer Case Study



### Overview

**Country or Region:** United Kingdom

**Industry:** Food and Beverage

### Customer Profile

Parkam Foods Limited supplies specialist poultry and 'value added' beef, lamb and pork products to customers across the UK

### Business Situation

The company wanted new technology which would have the capability and functionality to provide a platform to meet the demands of a growing business

### Solution

A solution based on Microsoft® Business Solutions–Great Plains financial management, sales order processing and telesales functions, enhanced by Trinity's Myridas software modules and EDI

### Benefits

- Immediate, accurate financial and management reporting
- Quick & easy access to enterprise information
- Automatic EDI sales ordering direct to the distribution centre
- Improved customer service
- Full catchweight functionality
- More efficient sales operation

## Parkam Foods Limited achieves best business practice with Trinity IT solution

“The success of the project is thanks in many ways to Trinity’s detailed understanding of our business...from catchweight functionality to sales order processing and management reporting, they understand what it takes to be successful in the foodservice industry.”

Ralph Danby, Commercial Director, Parkam Foods Limited

Parkam Foods Limited, a £50M turnover meat processor and distributor supplies a wide range of specialist poultry and 'value added' beef, bacon, lamb and pork products to a diverse range of customers from multiples, like ASDA, Safeway and the Co-op, to niche market traders and retailers. All products are distributed nationally from Parkam's custom-built 30,000 sq ft distribution centre in West Yorkshire.



Microsoft Business Solutions  
ISV Software Solutions

“The real benefit is in the detail. The system can produce reports with the amount of detail I want to see at the press of a button.”

Ounkar Lall, Financial Accountant of Parkam Foods Limited

## Situation

There were severe limitations with Parkam’s previous IT system, which hindered rather than encouraged organisational development and best business practice. The company had a clear objective to introduce a new user-friendly business system that had the capability and functionality to provide a seamless platform to meet the demands of a growing business. By replacing an outdated system that was expensive to maintain and support, Parkam was looking to improve its management information, enhance business efficiency and productivity, in addition to improving overall levels of customer service.

## Solution

After a comprehensive review of the various options available to them, Parkam chose a Trinity solution based on Microsoft Great Plains, Trinity’s Myridas distribution software modules and Freeway EDI. This innovative Microsoft-based deployment was designed and specified by a team of Trinity consultants who also project managed the implementation of the new system and provided post-installation support.

Parkam’s senior management team selected Trinity because of its clear understanding of the company’s needs and issues, both current and future, and close fit with the food specialist’s own business philosophies. The financial accounting capabilities of Great Plains were a key technology feature, but in addition Parkam recognised that Trinity’s consultants had the necessary systems implementation expertise and knowledge to guide the company through a critical process that would change the way they did, and thought about, their meat distribution business. This included an in depth appreciation of objectives, budgets and business processes.

The benefits are far reaching across the Parkam business, from financial accounting and reporting, to the sale and delivery of products and also enhanced levels of customer service.

## Benefits

### Profit and loss accounts on tap

Prior to the introduction of the new system, accounting methods were slow and inflexible. Accounts were prepared monthly by a firm of external chartered accountants, in order that the company could maintain details of its current state of health. This proved restrictive in terms of time and the immediacy of information. This practice has been confined to history as the new system has given Parkam the freedom to produce weekly, monthly and ad hoc profit and loss reports with ease. This unprecedented freedom and independence has empowered the sales, accounts and management teams with the sort of information and detail that was not previously available. With better information at their fingertips, key decision makers and managers are more efficient and effective in their roles. Ounkar Lall, Financial Accountant for Parkam is delighted with the information now available; “The real benefit is in the detail. The system can produce reports with the amount of detail I want to see at the press of a button”.

### Faster, better reporting across the company

Quick, accurate and detailed information is key to the finance department’s ability to support the business by keeping decision makers fully in the picture about the state of play at any given point in time. But the benefits are not limited to finance, as all users now have access to a wealth of critical business information. Using SmartLists, sales orders can be easily analysed and trends identified. The margin on individual sales orders can also be

As well as the undoubted cost-of-sale savings, this technology has enabled us to change our business procedures in precisely the way we wanted to.”

Ralph Danby, Commercial Director of Parkam Foods Limited

TRINITY

monitored as costs are matched to sales by the system. In addition, the integrated nature of the Trinity solution allows users to drill down and around the data to pinpoint the exact amount of information they need.

On a day to day basis, the finance department sees the benefits in the detail, with customised reports available in an instant, whenever they are required to provide information and data to make informed business decisions. In fact, by using the powerful FRx reporting tool, the finance team can quickly design their own reports without the need for external help. Ounkar Lall sums up the reporting benefits, “Great Plains has given our sales, accounts and management teams levels of information and detail that were simply not possible before. It has made us more informed and more efficient in our roles”.

#### **Automatic ordering enables improved business processes**

With the Trinity solution in place, the sales team no longer needs to re-key EDI orders (as with their previous standalone systems) saving valuable time and eliminating the need for monotonous, error-prone manual data entry. Now orders are either entered into the system by the telesales team at the time of customer call, or placed directly by large customers via Freeway EDI. Everything is then automatically processed and routed by the system to the distribution centre for pick lists to be generated automatically. Ralph Danby, Commercial Director explains the benefits of the new integrated EDI system; “The interface between Great Plains and EDI is seamless and has allowed us to automate a large proportion of sales orders entering the system. As well as the undoubted cost-of-sale savings, this technology has enabled us to change our business procedures in precisely the way we wanted to, by moving the responsibility for EDI orders away from sales and directly to our distribution centre”.

#### **Catchweight features vital to success**

While overall business benefits of the new system permeate every aspect of Parkam’s operations, one item of software functionality in particular was essential for this food distributor. Like many food companies Parkam sells products based on weight. The ability to quickly and efficiently record the ‘catchweight’ against an item when it is picked and for the system to subsequently generate an invoice based on that weight is essential. Trinity’s Myridas module for handling catchweights is widely installed and was seen by Parkam as a well proven solution to a business requirement that had created problems in the past.

#### **A Future Facing Solution**

For a company to grow and develop, it must have the right infrastructure and business tools. Parkam Foods Limited clearly identified its objectives with a new system and focused on enabling technology that would change the way it did business, now and in the future. As a result of the new system Parkam, which seeks to establish the basis for best-practice in the management of its business, has created an ideal platform for future evolution as it looks to consolidate and grow its market share. It can do this safe in the knowledge that it is better informed than ever before, is more efficient and productive and provides a better and more reliable customer service. As food specialists, Parkam knows it has created an ideal recipe for future success. The success of the project is encapsulated by Ralph Danby; “We have streamlined the sales process thanks to the Trinity solution. Our people are more efficient and able to concentrate on real business matters, rather than re-keying data or performing

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about Trinity Computer Services Ltd products and services, visit the Web site at: [www.trinitycomputers.co.uk](http://www.trinitycomputers.co.uk)

Trinity is a founder member of the alliance of Microsoft Independent Software Vendors dedicated to bringing "best of breed" solutions to the F&B distribution sector.



*for Microsoft Business Solutions*

unnecessary repetitive tasks. We have changed our business processes in a way that we wanted to, particularly in relation to the use of our new distribution centre. The success of the project is thanks in many ways to Trinity's detailed understanding of our business, which we recognised from the start. From catchweight functionality to sales order processing and management reporting, they understand what it takes to be successful in the foodservice industry. This insight, together with their technology, has provided the perfect combination for Parkam and a basis upon which we can grow in the future".

## Microsoft Business Solutions

**Microsoft Business Solutions offers a wide range of integrated, end-to-end business applications and services designed to help small, mid-market and corporate businesses become more connected with customers, employees, partners, and suppliers.**

For more information about Microsoft Business Solutions, go to: [www.microsoft.com/BusinessSolutions](http://www.microsoft.com/BusinessSolutions)

TRINITY