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## ***Ethnic Food Distributor, JK Foods chooses Microsoft Dynamics GP from Trinity Computer Services Ltd***

Nottingham based food wholesaler **JK Foods** has contracted with Trinity to replace their aging Baan ERP system with Microsoft Dynamics GP. The solution includes the full complement of Trinity modules for food distribution. These modules are designed to meet the demanding requirements of a highly competitive business environment.

JK Foods is one of the U.K.'s leading wholesalers and foodservice distributors of Chinese and Oriental foods. Commenting on their decision Peter Fairley FD described importance of IT to the business:

***“we like to maintain close contact with our customers and that means sales agents on the road visiting customers regularly taking orders and making sure we are delivering on our promises. To do that job effectively our sales people, either in the office or on the road, need reliable information that can be sorted, interrogated and viewed in ways that suit them. Microsoft Dynamics GP stood out as being particularly strong in this in this area and genuinely easy to use”***

Peter Fairley  
Financial Director

Supporting the sales function with a functionally rich order taking environment, including the integration with remote order capture devices, is an important driver for the new system but it is in the area of inventory control and purchasing where the new system is expected to reap the most significant rewards. Peter continues: *‘we are importing many of our products from the Far East and like many food distributors we*

*have to balance economic purchase order quantities against expected sales volumes. On top of that many of our products have a limited shelf life. Getting the balance right makes a big difference to the bottom-line and as FD I know that's where we have to stay focussed if we are going to continue our success in a tough economic climate. Trinity's Advanced Inventory Replenishment module for Dynamics gives us a sophisticated tool that I am confident will improve our stock turn without compromising customer service. What's more Trinity have demonstrated that they really understand these issues and that's what we need from our IT partner. It's not just about buying software'.*

Commenting on JK's decision Carl Bolus, Trinity's Sales and Marketing Director stressed the importance of Trinity's long association with the Food Distribution sector: *'I know JK took a close look at the market before choosing Dynamics from Trinity and we are very pleased to emerge as the obvious choice. If you want food distribution expertise and a solution based on Microsoft Dynamics few companies in the UK can match Trinity's excellent track record. We are delighted to welcome JK Foods as another new customer.'*

ENDS

### **Editor's Information:**

#### About JK Foods

With over 35 years experience in servicing the Ethnic market, JK Foods – a division of Hyperama – is one of the U.K.'s leading importer of Chinese and Oriental foods, with a national distribution network supplying the majority of Chinese wholesalers, restaurants and takeaways.

An established family owned business, JK Foods prides themselves on premium quality products, developing the Tiger Tiger brand in 1998 which quickly became a symbol of quality and authenticity. Increasing consumer demand for Ethnic foods prompted the expansion of the range from its beginnings. Servicing foodservice as well as the retail market, Tiger Tiger has become one of the widest eastern food ranges available in Europe, the Middle East and USA.

#### About Trinity Computer Services Ltd:

Established in 1975, Trinity Computer Services Ltd is a leading Microsoft Dynamics 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.

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