

P & R Labpak



“We have quickly seen the benefits of the Microsoft Dynamics solution from Trinity, in the form of reduced costs across the business from better stock management and more efficient analysis of existing data.”

Nick Buxton, Managing Director, P & R Labpak

Trinity customer case study:

Key Laboratory
Supplier deploys new
Information
Technology Platform

Industry:

Wholesale Laboratory
Supplies

Objective: Upgrade the technology infrastructure, providing an IT platform with the flexibility and scalability necessary to meet the dynamic needs of the business

Approach: Work with Trinity Computer Systems to explore a modular solution based around Microsoft Dynamics GP

Key IT deliverables:

- An open platform for IT growth
- Access to the extended business functionality offered by the Microsoft Dynamics applications portfolio
- Quicker, better information for all users
- Enhanced service provision to customers

Business benefits:

- Provide at-a-glance visibility of each customers history for improved service provision
- A much clearer picture of the true business position for users
- Improved sight of stocks and managing reserved stocks
- Enhanced logistics around delivery and collection
- Improved decision-making based on radically enhanced information systems

Rationale for the project

P & R Labpak is a key supplier to science organisations across the UK North West and Yorkshire regions. Established over 25 years ago the business offers a vast range of apparatus, instruments, equipment, consumables and chemicals from their own catalogue to customers across many economic sectors.

Recognising the importance of IT to future business strategy, the business engaged Trinity Computer Systems to help them implement a technology platform across the organisation that would be capable of meeting the current and future needs of the company. Based on an already successful business partnership, P & R Labpak were happy that Trinity could offer the unique combination of wholesale distribution knowledge and IT capability required to make the new IT investment a success.

P & R Labpak pride themselves on a reputation for extremely high service levels, offering a tailored service to match the specific needs of their customers. Enhanced customer insight was the key to P & R Labpak improving on their already strong service proposition, something that the new Microsoft Dynamics GP solution from Trinity could deliver from the outset.



Answering key business requirements

Operating from a single site in St Helens, Merseyside, P & R Labpak employs a 12 user system in total, with 4 users having order capture as their primary role. These users rely on the new Trinity solution to process over 100 orders per day with an average of 5 lines per order.

Much of the new solution is focused on enabling users to deliver an enhanced customer experience whilst at the same time providing all the information required for telephone operators to fully explore the customer's needs to extend the sale and margin.

Procurement was also a key driver behind new IT investment. It was critical that the new solution enabled P & R Labpak to automate and refine the buying process with a view to reducing costs and speeding up the purchase order cycle.

What was supplied?

With choice of technology platform the key driver in this instance, it made real sense for P & R Labpak to embrace the Microsoft Dynamics GP Solution from Trinity. Featuring modules developed specifically for the wholesale distribution sector, this solution provided the best scope for rapid deployment, almost unlimited future flexibility and the closest fit to the functional needs of the business.

For P & R Labpak the solution provided had to offer a range of benefits, from cost reductions and improved efficiency through to extended business functionality and the resulting improved service provision to customers. The modules deployed had to offer genuine scope for customisation to fit the P & R Labpak business model of tailored services to their customer, next day delivery and accurate order handling of scientific products. The Trinity solution delivered against all of these benchmark requirements, with its Microsoft Dynamics background providing a sound platform for future change and investment.

The Microsoft Dynamics GP solution from Trinity covers all the core business applications including financials, sales and purchasing and stock control as well as very strong data access and BI capability. Specific wholesale distribution



modules developed by Trinity cover areas including: telesales, load scheduling, inventory replenishment and intersite transfers.

Trinity's strong experience in this sector ensures that user's screens are both familiar and intuitive and P & R Labpak can be comfortable that the technology set is continually benefiting from high-level R & D activity and easy to access upgrade plans.

Phasing of the project

It was critical for both Trinity and P & R Labpak to agree a solid project plan, employing established change management practices to carefully manage implementation, minimise business disruption and create an environment for rapid, trouble-free transition.

To gather the clearest picture of the customers operations and process flows, a specialist implementation team from Trinity engaged directly with P & R Labpak, spending time inside the business to establish a true picture of needs. This allowed Trinity to thoroughly scope how the new solution would replace and improve on the existing system, whilst also enabling accurate pre-configuration for incident-free deployment.

Any technology roll-out requires customer involvement at every level and for P & R Labpak this meant forming a key project team internally. This team, drawn from across the business, worked alongside Trinity around system design, deployment planning and training.

A simple phase one delivery focused on getting the basics right. Ensuring that all P & R Labpak's current functionality,

and significant new improvements, were available in the Microsoft Dynamics GP solution and that staff were completely comfortable with the Trinity solution. It was crucial that this cultural adoption process of new technology occurs in tandem with the physical roll-out.

Phase two of the project has seen P & R Labpak extend user activity to encompass the new functionality that originally inspired the project, with plans already in place to grow the solution so that users can provide an ever improving service to customers.

Benefits and gains so far

Benefits from the new system are already evident in several areas:

- With service provision a key driver for the replacement IT solution, P & R Labpak order takers now benefit from:
 - More accurate data across the business
 - Real scope for users to maintain data themselves, ensuring it's up to date at all times
 - P & R Labpak operators now make use of special pricing and 3 month offers for customers, with further opportunity to improve customer classification and begin targeting promotions at specific customers
 - Visibility of data has significantly improved, users can now quickly view the customer order history and use a buying list to highlight regular products bought, reducing ordering errors
 - Users can also now quickly see online stock status via supplier web sites, a feature critical to P & R Labpak's next day delivery model
 - Search options have improved with Microsoft Dynamics GP with scope to train all users to fully exploit these capabilities
 - The new system enables users to phone out for orders, enabling users to target customers for promotions and improved levels of service
 - Improved price accuracy has made it possible to track customer discounts and reduced credit notes from 80 to 15 per month
- Greater flexibility in the pick, pack, ship cycle is enabling P & R Labpak to produce combined delivery and pick notes alongside bulk pricing confirmations – saving users 2 hours per day

- A key customer of P & R Labpak requires consolidated invoicing for orders shipped to multiple sites, this feature in the new solution is saving considerable time and enabling more accurate invoicing
- The same customer also requires consignment stocks to be purchased centrally for shipping to multiple locations. P & R Labpak are able to use the new solution to accurately manage these transfers
- A key saving has come from reduced warehousing requirements. Prior to the new IT solution the business operated a 40,000 sq ft warehouse, however the improved visibility of supplier stocks delivered by the Trinity offering means they now only require an 8,000 sq ft space
- Purchasing has benefited significantly from the roll-out of Microsoft Dynamics GP. Headcount in this department has reduced from 3 to 1. A new purchase order generator now prompts buyers with suggested products and quantities to speed up and optimise this process
- Supplier price updates are now managed electronically, with large price files from suppliers now imported into the vendor pricing system to generate mass updates of customer prices
- The staff at P & R Labpak have embraced Dynamics GP Smartlists that give them access to data enquiries and reporting. The most immediate effect has been exporting customer orders into Excel to help manage retrospective discounting. Reporting tools in the new solution are also proving useful when managing the key performance indicators that P & R Labpak employ across the major areas of their business.

“Further benefits are easy to see as the new technology allows the management team to effectively delegate activities and use the time saved to concentrate on strategic issues that will create genuine advantages for us in the marketplace.”

Nick Buxton, Managing Director,
P & R Labpak

Plans for the future

Future flexibility and a platform for growth were at the heart of the technology brief given to Trinity by P & R Labpak. The Microsoft Dynamics GP platform delivers almost unlimited scope for developing a broader yet integrated IT applications infrastructure.

A wide range of emerging technologies for wholesale and distribution are now within reach for P & R Labpak including: warehouse management, mobile solutions and the use of Microsoft Sharepoint technology.

Particular areas for future implementation are:

- Improved quote management – the Trinity solution provides an opportunity to automate and better manage these at P & R Labpak, with monitoring of conversion rates a feature of real interest in the business
- Purchasing improvements will be further extended as P & R Labpak apply immediate faxing/emailing of orders into the new system to reduce costs yet further and speed up the purchase order cycle
- The Load Planning module in the Trinity solution has been identified for action for P & R Labpak as it gives them significant scope for better fleet management.

Trinity Computer Services

Trinity Computer Services is a leading Microsoft Dynamics Partner and an award winning software developer.

For over 20 years Trinity has been a recognised leader in providing specialist IT Solutions for the Wholesale Distribution sector. Trinity software helps wholesalers to improve customer service, reduce costs and make better business decisions.

Based on the solid foundation of Microsoft Dynamics GP, Trinity systems combine market leading innovation from Microsoft with rich functionality for distribution businesses. Trinity IT professionals have implemented over 200 systems in companies both large and small and can call upon a wealth of experience in delivering solutions that provide real benefits for your business.