



## Trinity Computer Services Ltd Customer Case Study



The UK's leading independent paper supplier explores its information technology options.

### Overview

#### Industry:

Paper Wholesale

#### Customer profile:

Elliott Baxter & Co Ltd is the largest independent paper merchant in the UK. The company has 10 branches providing national coverage including the Head Office at Feltham, Middlesex.

#### Business situation:

Elliott Baxter wanted to replace their existing UNIX-based computer system with a new IT solution that would extend the role IT plays in both helping to cut costs and improving service levels to customers.

#### Solution:

Install Microsoft Dynamics software with Trinity Myridas modules – derive immediate benefits but also use as a platform for further development of business processes over time.

#### Business benefits:

- More immediate provision of relevant information for telesales users
- Improved visibility of stock including management of reserved stocks
- Enhanced logistics around delivery and collection
- Improved decision-making based on radically enhanced information systems
- Ability to use the Microsoft open platform for future development of business processes

“Users now produce most of their data queries and reports themselves. Apart from the required information being available much more quickly, it's also saving around 30% of our time in the IT team... which we can use to concentrate on further developing the new system. Overall as a result, major efficiency gains are being seen throughout the company.”

Terry Dixon, IT Manager, Elliott Baxter & Co Ltd

Elliott Baxter & Co Ltd, the UK's leading independent paper supplier, wanted to build an IT infrastructure capable of supporting future growth and offering a platform for exploring emerging IT technologies and opportunities in their business. An innovative player in the paper market, Elliott Baxter understood the benefits that can be derived from this type of investment. Their existing solution had served the business well for over 13 years, so the company turned to incumbent supplier Trinity for a replacement solution.

In an increasingly competitive market, Elliott Baxter required the new IT approach to help them keep costs low whilst at the same time improving the customer service proposition. The new 100 user Microsoft Dynamics GP system addresses core requirements in Finance, Sales, Purchasing and Inventory, and now provides the company with flexibility to respond to customer needs more quickly and accurately.

The business also expected to see improved processes for both ordering and deliveries as well as taking a major step forward in generating business intelligence across the organisation.



“The Trinity solution offers an excellent platform for future growth in the use of information technology in our business, with far-reaching access into the whole of the Microsoft product set”

Terry Dixon, IT Manager,  
Elliott Baxter & Co Ltd

## Catering for key business requirements

Elliott Baxter operates 10 sites nationally including their head office at Feltham, Middlesex. Over 100 users rely upon the IT system to maintain daily operations and manage over 5,500 items on file in addition to over 3,500 customer accounts.

With 1,400 orders handled per day and more than 70 users having order capture as their main role, it was critical that the new solution enabled Elliott Baxter to improve operations around ordering and its associated processes.

The new IT investment also had to account for Elliott Baxter's delivery service, which forms a key part of the business proposition. Over 50% of orders placed are delivered the same day and the remainder are on the customer site within 24 hours.

Managing stock across multiple locations, producing quotations, business intelligence functionality and extending the options around customer specific pricing also formed part of the brief for a new IT infrastructure.

## What was supplied?

Trinity recommended an overall solution based upon Microsoft Dynamics GP. The new solution combines a solid understanding of the needs of wholesale distribution operations with a wide range of technology options and product set built for future business growth and flexibility.

Trinity solutions for wholesale distribution provide software which caters for exactly the type of high volume, fast-service environment found at Elliott Baxter. The

Microsoft core software at the heart of the Elliott Baxter implementation enables simple and extensive integration with Microsoft Office and other Microsoft technologies aimed at improving user productivity. User screens also have the familiar Microsoft look and feel.

Microsoft Dynamics GP covers all the core business applications including financials, sales, purchasing and stock control as well as very strong data access and BI capability. Specific Trinity modules being used are telesales, load scheduling, inventory replenishment and intersite transfers. Elliott Baxter can also be comfortable that the technology set is continually benefiting from high-level R & D activity and easy to access upgrade plans.

## Project Implementation process

Implementation of the new Microsoft Dynamics solution was carefully managed by Trinity and Elliott Baxter, using established change management practices, to minimise business disruption and create an environment for rapid, trouble-free transition.

Trinity's implementation team spent time in the business, ensuring they had a detailed picture of the Elliott Baxter operations and process flows. This allowed for accurate pre-configuration of the new system, highlighting areas where the new solution could provide added value.

Elliott Baxter also made a major commitment to the project. A key user group was formed with staff from head office and the branches. This group played a major role in vetting the new system design and then rolling it out and training users.

“The Elliott Baxter project provided an excellent opportunity to demonstrate the depth of functionality offered by our Microsoft Dynamics GP based solutions and how we can adapt and extend this functionality to meet the needs of our wholesale customers”

Carl Bolus, Sales Director  
Trinity Computer Services

The initial phase of the project aimed to ensure all current functionality was matched and that users were fully trained and comfortable with the new technology and any new processes. Significant improvements were also implemented in a number of areas.

Having firmly bedded in the new system across the entire organisation, the business has now created an ideal platform on which to build on the new functionality that originally inspired the project.

### Benefits and gains so far

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

- For all users and in particular for telephone ordering the system is much better at immediately providing relevant information, Elliott Baxter operators now benefit from:
  - Powerful customer and item search facilities
  - A simple view of the customers order history – items, frequency
  - A view of stock at every site on one screen
  - An improved stock reserves system, making better use of existing stock and producing improved service levels to customers
  - An enhanced ‘price negotiation’ screen – enabling users to quickly see all relevant pricing and discount information
  - Radically improved drill down capabilities
  - Overall significantly improved productivity
- The new solution needed to work well across multiple sites – a new inter-site transfers module helps Elliott Baxter manage stock across multiple depots, achieving a better balance of stock across the company
- For deliveries, load scheduling is improved – with better look up facilities. This has enabled Elliott Baxter to use the fleet more effectively, speeding up deliveries, creating more economic loads and shorter journeys through improved logistics. Furthermore collection notes have been improved, now automated and included in journey planning
- Purchasing and stock replenishment has also improved – an inventory replenishment module is providing better stock turn, providing scope for increased sales without having to increase stock
- Information access is now simpler and quicker for the Elliott Baxter management team as much of the activity is now done by users via Smartlists (the powerful information/reporting tool available with Microsoft Dynamics GP) – reports are viewed on screen and no longer printed, then easily exported to excel for analysis and manipulation
- Major service improvements are being derived from the ability to send key documents to customers electronically eg nearly all sales quotations now go via email.
- Credit management has been significantly improved – credit controllers query, diary and prompt facilities are much improved compared to the old system

## Trinity Computer Services

Trinity Computer Services is a leading Microsoft Dynamics Partner and an award winning software developer. The company has been a recognised leader in providing specialist IT Solutions for the Wholesale Distribution sector for over 30 years. 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.

In addition to supplying companies directly in the UK, Trinity has also established an international market for its add-on software products, with over 300 end-user sites in North America and the rest of the World.

For more information about Trinity and its Microsoft Dynamic Solutions, go to [www.trinitycomputers.co.uk](http://www.trinitycomputers.co.uk) or call our offices at 0161 406 2300.

## Development projects nearing completion

The Microsoft platform at the heart of the Trinity solution for Elliott Baxter provides almost unlimited scope for adding a broad range of additional IT applications functionality via in-house development supported by Trinity or by integrating relevant third-party products. Major projects already well advanced are:

- Use of Microsoft SharePoint technology to provide customers with web-based access to business information – pricing, current order status, product and financial account visible at the click of a button, via the Microsoft Dynamics Business Portal
- EDI integration with suppliers
- Advanced Route scheduling system integrated into Dynamics Order processing – finds most economic way of delivering orders to customers – also tracks delivery vehicle progress via remote links to on-board satellite navigation system.

“The advantages that the new Trinity system provides are already becoming obvious. This was definitely the right choice for us and we're now keen to start using the wealth of new technology available to help us grow our business”

Tim Elliott, Managing Director  
Elliott Baxter