

Building a better business

Shuttleworth, one of the UK's leading suppliers of Management Information Systems to the sign and digital market, is providing vital MIS tools for customer focused digital manufacturers. The company's MIS packages are designed to maximise opportunities with customers and prospects alike, giving essential control and maximising efficiencies for the modern digital printer.

A significant recent development is its new 'Supply Chain Management' software, a first for the digital market. Supply Chain Management is a web based tool designed to enable manufacturers to quickly get prices from their suppliers so they can respond immediately to their customer needs. Hosted by Shuttleworth it requires no infrastructure investment to take advantage of the functionality. It is all delivered over the web.

Paul Deane, joint managing director of Shuttleworth, stated: 'We aim to inspire the digital market by providing new MIS developments and solutions that can be used to help customers add value to their business, increasing their efficiency and profitability.'

In action

The new module is already proving popular with customers. A recent install at Lonsdale Print Solutions Ltd, based in Wellingborough, Northants. The company has recently invested in new digital printing facilities for its shorter print runs and to provide customers with an effective tool for more personalised and targeted marketing.

Lonsdale have been using the Shuttleworth MIS for over five years and emphasises the importance of being able to analyse performance.

Its MIS gives the management the ability to analyse the sales performance of its many and varied customers, allowing them to identify which of its customers are generating the most profit. By the same token, the MIS can also analyse the customers to see

who is not providing the business with a profitable return. Adding the Supply Chain Manager is another step towards cost awareness.

Jonathan Marriott, head of Commercial at Lonsdale Print Solutions installed the Supply Chain Manager in March 2011 and has seen instant benefits. 'The Supply Chain Manager has given us



more control over our buying,' he said. 'Our employees are more focused on what they are spending and who with. As a result of this we obtain more competitive prices and have cut costs. We have also had positive feedback from our suppliers and the speed of response has dramatically improved with all suppliers responding within 24 hours and many within a two to three hour time frame, which is fantastic!'

Analysing performance

He continued, 'I cannot stress the importance of knowing what your costs actually are and not what you think they are.'

'Since we have been using the MIS we have actually ceased trading with one or two accounts because we have been analysing customer performance data. We knew how much time some of our accounts were taking to service but until we had the Shuttleworth MIS we never really knew just how unprofitable one or two of them could be. We can monitor year on year to see where we have or have not improved as a business. We can also see where the added value business is coming from, and this type of costing information is invaluable.'

The MIS system has thus far enabled the company to investigate where it is headed as a business and has helped it to identify any inefficiencies and bottlenecks in production. Moving forward, the company is now beginning to use its MIS to analyse the accuracy of its deliveries, and to further develop the reporting of its shop floor data collection module and make better use of the CRM to bring its customer accounts team closer to its client base.

'We can now look at the most cost effective method of delivering a finished job to the customer in the most efficient method. The MIS has become a core tool for us and as such we have been able to do more business management with it than ever,' concluded Mr Marriott. ■

For further information, please see www.shuttleworth-uk.co.uk