

Streamlining with Shuttleworth

As one of the world's leading specialists of branding solutions in the automotive and commercial sectors, Creative Graphics International's (CGI) customer base varies from global automotive and other transport related customers to companies active within the leisure sphere, which is why it offers both functional and decorative products.



As a total solutions provider CGI, which is headquartered in Bedford and has two manufacturing facilities, one in the UK and the other in Cape Town, supplies a full gamut of sign and print related services, including everything from original design and artwork through to print and production.

Since there are so many facets to its business, CGI, which enjoys a turnover of £6.5 million, was eager to trial a Management Information System (MIS) that simplified and speeded-up all of its business processes. Since Feb 2010 it has been using the Productive and DataFlow modules from Shuttleworth Business Systems at its Bedford site, tools that have proved so useful that it has recently also rolled them out to its Stratford site too.



Dave Shore, CGI's Management Information Systems Controller explains: "We have been users of Shuttleworth MIS since 2001 and have always found their systems to be very user friendly, but the Productive and DataFlow

software modules have given us a real advantage in terms of increased customer service and production efficiency."

Productive is a scheduling system that helps companies to plan and schedule work through the pre-press, printing and post press operations. It allocates work to everyone operating within the workflow chain, together with information on the desired completion dates. It also lets each area of the production chain know when its work should be finished and creates a series of reports, such as 'work to do lists' for each department, so that the overall work flow is accomplished in a seamless and efficient way.

DataFlow is a browser-based system that is designed to gather real time job based data from the shopfloor. Dave continues: "This is the 'booking element' of the system and it provides real costs and time calculations, which are used to improve and refine our estimates to ensure they are as accurate as possible. The DataFlow module automatically feeds back all the information to the Shuttleworth MIS system, providing reports that we can use to monitor a wide range of criteria. For

example, we can gather information relating to each individual machine or person, in order to compare performance and testing methods. This has been invaluable, as we have used these reports to improve training requirements or to schedule maintenance improvements. The module also enables us to monitor all 'non conformities', or reject work that is either over or under the specified production level, thus further improving standards."

He adds: "In general, DataFlow has promoted efficiencies all around the factory as well as helping us to better communicate with our customers on a day to day basis. Now, anyone can check the progress of a job simply by looking at the system. Long gone are the days of running round the factory trying to find out if a customer's delivery can be brought forward, or if a quantity can be increased. Now, the information is readily to hand and the system provides instant traceability, thus helping us to make more informed decisions."

CGI's on-going relationship with Shuttleworth has been essential to the success of the MIS. Dave says: "As the Systems Manager it is an essential part of my job to ensure the smooth running of the business. Happily, installation of the Productive and DataFlow modules to both our sites went remarkably smoothly. Obviously it is natural for people to be a bit apprehensive about any new system, but all down the line, Shuttleworth has provided full support and training and has always been on hand to deal with any technical issues that have arisen, so that any problems are swiftly resolved."

He concludes: "Productive and DataFlow have far surpassed our expectations and we are now a much leaner and more efficient operation. We have been able to eliminate all of the low margin jobs and inaccurate estimates and have also improved job scheduling and production efficiency. What's more, our staff is now much better placed to provide excellent customer service, which gives us a significant competitive advantage that has also helped us to increase our profitability – we couldn't be more pleased!"

For further information visit:
www.shuttleworth-uk.co.uk and www.cgi-visual.com ■