

ME & MY...

# Shuttleworth MIS

Robert Lee, managing director of Tamar Labels, says this MIS has won new customers and streamlined the company's business, finds *Philip Chadwick*

**CONCLUSION**

**User's verdict**

Speed ★★★★★  
 Quality ★★★★★  
 Reliability ★★★★★  
 Value for money ★★★★★

**Supplier's response**

Paul Deane, joint managing director at Shuttleworth, says: "Tamar Labels is a company with sound principles and integrity. They regularly attend our user meetings and they see the benefits of having a strong relationship with us. The product is highly configurable to the customer's way of working. An MIS gives huge visibility to what is going on in a business. The price depends on the number of users and the modules used."

**Price on application**

**Contact**

Shuttleworth 01536 316316

**Describe your business**

Tamar Labels is a manufacturer of printed labels and tags utilising flexographic, UV, hotfoil and short-run digital printing from purpose-built premises in Devon.

**What does the management information system (MIS) do?**

The Shuttleworth MIS provides valuable real-time information, which we use to control every facet of financial and production workflow throughout the business. It manages everything from the first quote through to the final invoice and even our accounting systems.

**Why did you choose this particular system?**

We had an old legacy system that had served us well, but we realised that we needed to invest in more modern management controls. What impressed us was the system's established business logic that offers customisation tools for almost any given application. This means we can rely on its database, but still personalise routes through the system to suit our own individual business needs. It was this flexibility that we were looking for.

**Did you look at any other similar products?**

Yes, we looked at all of the available MIS options, but we felt that nobody, apart from Shuttleworth, actually understood how we operated as a business. Shuttleworth could see where we were coming from and they could easily demonstrate how the margin between profit and loss, as well as success and failure, was too small just to rely on gut feel alone.

**What features do you particularly like?**

The stock control module is both flexible and functional and helps us to manage our relationships with our customers more pro-actively. It is set up to contact our customers to prompt a reorder before their stocks deplete. We also use it to collect and monitor production data direct from the shop floor, which means that we can immediately identify any production bottlenecks before they occur. It is also a fantastic customer relationship management tool, which we use to win new business and better manage existing customers.

**How reliable is it?**

It is extremely reliable. It's not simply an add-on to our business, but is an integral part of our company.

**How much time or money has it saved?**

It's difficult to quantify just how much time or money it has actually saved us. However, we would never have been able to invest in digital printing without it and before it was installed, when a customer called to ask about the specifics of any particular job, we were not able to immediately respond to their inquiry. We save a lot of time, and indeed credibility, with our customers by not having to take time out



Lee: "It has become an integral part of our company"

to go and find the answer to a question if they call us about a particular job.

**Has it won you any new work?**

Yes, just having a Shuttleworth MIS has won us new customers. It instils confidence that we are a well-managed business. More importantly, it has helped us to retain a lot of our customers.

**Would you say that it offers value for money?**

Again this is difficult to quantify, but we do feel that we've got a good return on investment.

**Were there any difficulties experienced during the installation or after?**

With any MIS installation, there is bound to be a steep learning curve, simply because of the sheer scale of the project. Any company that has been working with one system or another and then has to switch over from an established working method will always experience a few hiccups at first. However, the learning process has meant we could not now trade and do what we do without the system.

**Who do you think an MIS is right for?**

It's good for small to medium-sized firms.

**Under what circumstances would you expand the MIS?**

We are aiming to launch a new website in the near future which will feature web-to-print functionality, so integrating the MIS with web-to-print is something we are looking at. ■

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