

Merchandise provider Dowlis relishes revitalised systems rollout



As one of the the UK's leading, service-based systems integrators and business process providers, Panacea implemented a solution to provide Dowlis with the following benefits:

- *Improved customer contact management & follow-up for better customer engagement*
- *Creation of complex quotations for bespoke products*
- *Rapid, accurate month-end reporting & profit analysis*
- *Better reporting functions to assist decision making:*
 - *Drill down to job composition (sales order, purchase order, carriage, etc.)*
 - *Work-in-progress reports*
 - *Job analysis on a month-by month basis.*

Company overview

With almost 30 years experience, Dowlis is now the UK's leading independent supplier of promotional merchandise.

Situation

Dowlis needed a method of managing their highly complex (and often bespoke) quotations comprising of information relating to products, services and costings. The solution also needed to fully facilitate effective collaboration to leverage corporate knowledge that had previously been unavailable from a central source.

Solution

The solution consisted of a tailored SalesLogix CRM tool to improve performance in processing complex sales enquiries, quotations and orders, a data warehouse to hold information from both Sage CS/3 and SalesLogix and Business Objects' business intelligence solution to produce improved financial and management reports.

Outcome

Following the delivery of these solutions, Dowlis has successfully streamlined key areas of their business including improved customer contact management and much improved reporting functions.



// Panacea's expert consultancy skills, infrastructure design and implementation along with established relationships with world-class vendors, successfully helped Dowlis to fulfil its business goals, remain highly competitive in its market space and enhance internal operations while improving levels of customer service. //



Defining the business need

Dowlis' approach to its customers is to deliver innovative solutions that meet requirements, budgets and service expectations - whether they're a large corporate or a sole trader.

In order to maintain its high levels of service to its customers as well as streamline internal operations, Dowlis needed new, IT-based business functionality delivered in a seamless, cost-effective and timely fashion.

Firstly, Dowlis recognised the value of a comprehensive Customer Relationship Management (CRM) strategy to provide internal users with accurate and up-to-date information to facilitate improved decision-making and better customer interaction.

Secondly, increased efficiency in the sales office was thought to be achievable by eliminating duplicate data entry that was occurring throughout the entire sales cycle. It was felt that a more structured view of the data held within the organisation could be achieved through the implementation of a data warehouse and that an easier, more efficient method of generating reports against business data could be put into operation.

Thirdly, there were concerns relating to the ability of Dowlis' current network to provide the levels of performance needed to support the additional functionality. And finally, provision needed to be made for backup routines for the new servers.

World-class solutions from Panacea and its partners

Panacea's first undertaking was a complete review of network infrastructure to assess the suitability of the current infrastructure for the proposed solution and to put in place a suitable backup strategy. Panacea implemented and tailored SalesLogix, the leading, mid-market CRM tool to improve performance in processing complex sales enquiries, quotations and orders. Using Panacea's SalesLogix to Sage CS/3 integration module, data could be transparently shared between the company's new CRM and proven finance systems.

A data warehouse holds information from both Sage CS/3 and SalesLogix. Business Objects, the world's leading business intelligence solution was implemented to produce improved financial and management reports to help Dowlis make informed management decisions.

Following the delivery of these solutions, Dowlis successfully streamlined key areas of their business.

- Customer contact management & follow-up
- The creation of complex quotations for bespoke products
- Rapid, accurate month-end reporting & profit analysis
- Better reporting functions that provide:
 - the ability to drill down to see job composition (sales order, purchase order, carriage, etc.)
 - the ability to produce work-in-progress reports.
 - Job analysis on a month-by-month basis.



LEADING MID-RANGE
SYSTEMS



If you'd like further information or a more detailed account of this project, please telephone Panacea on 01256 30 50 50 or e-mail enquiries@panacea.co.uk



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