

Panacea dish up a tasty treat at Westmill Foods



As one of the the UK's leading service-based systems integrators and resellers of business intelligence solutions, Panacea implemented a solution to provide Westmill with:

- *One solution to support business managers' needs*
- *The ability to access business information from anywhere*
- *The ability to demonstrate profitability of specific product groups by appropriate data integration*
- *An enhanced level of control over principal business processes*
- *A flexible, intelligent and robust IT infrastructure*

Westmill Foods is one of the UK's major suppliers of rice, flour and noodles to supermarkets and specialist food stores.

Westmill needed an IT partner who would be able to help them to capture and make full use of all their business information in a more efficient and proactive way. They chose Panacea and now feel that it was a decision that has been amply vindicated.

The end result is that Westmill are now reaping significant business benefits from business intelligence solutions provided by Panacea.

These benefits have touched almost every part of Westmill's business - from sales to finance through to storage and distribution.

WESTMILL FOODS

CASE STUDY

// From the beginning, Panacea demonstrated an excellent understanding of our business. Their role has been not only to service and support our IT network, but to develop and extend it proactively and to offer us advice and consultancy on how to maximise the benefits we gain from our solutions.

Panacea has fulfilled this role admirably. //

Jenny Wright, Westmill Foods



The beauty of business intelligence

In 1999, Panacea implemented the market-leading business intelligence system, Business Objects, at Westmill Foods. The analytical functionalities of this business application enables Westmill management to closely monitor customer accounts as well as see how individual sales staff are performing.

But it isn't just in the area of sales that Business Objects is having a profound impact. The company can now obtain much more useful information from its financial and management accounts as well as more detailed analysis of fixed assets or debtors to generate a far truer picture of how the company is *really* performing.

Additional Panacea services

Powerful business management applications such as Business Objects often necessitate much more than just an implementation procedure. As a result, Panacea also provided Westmill with a range of high-quality consultancy and support services to develop its IT infrastructure and systems portfolio even further to meet its evolving business needs.

Looking towards the future

Westmill understands the importance of evolution with regard to its IT systems and is currently in the process of planning further upgrades to its sales system. This forward-looking approach to IT, together with its business partnership with Panacea over the last decade, has enabled Westmill to transform its system data into useful, manageable business information to assist in strategic decision-making and in exercising an enhanced level of control over its main business processes.

As a result, Westmill can now look to the future with a high degree of confidence - safe in the knowledge that it has a flexible, robust and intelligent IT infrastructure in place to carry it forward and remain competitive at every level.

Panacea - leadership in application & infrastructure systems integration

Panacea are expertly equipped to both assess your business needs and provide complete business intelligence solutions by delivering core business applications together with the infrastructure if required - as well as offering comprehensive, tailorable, lifetime support services.

"Ultimately, we were looking for a solution which would not only enable us to generate high-quality sales information but would also help us carry out extensive and detailed analysis of that information so that we could become more productive and efficient as a company."

Westmill Foods



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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