Zoedale

Growing Pipes and Valves Distributor Improves Flow of Business Data with SAP Business One®

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Tim Guest,
Managing Director, Zoedale Ltd

Company

Name: Zoedale Ltd

Industry: Pipe and valve, distribution

Previous System:
Prospectsoft, Pegasus Opera

Solution:
SAP Business One, Boyum

Headquarters: Bedfordshire, UK

Customer Profile

Established in 1976, Zoedale Ltd has earned a reputation amongst customers for quality, service and reliability. The company's extensive range of valves and actuated products enables it to solve most flow control problems. The positive attitude and enthusiasm of the team reflects a willingness to satisfy the many diverse enquiries from customers.

Zoedale Ltd is a major supplier to many industries, including anaerobic digestion & bio gas, oil and gas, process control, brewing & beer metering, food production, water and medical. Zoedale also supply to environmentally sustainable projects offering energy efficient solenoid valves in their product list. With over 20,000 stock items, prompt next day delivery is guaranteed on its standard products.

www.zoedale.co.uk

What does it take to keep an industry flowing? Just ask Tim Guest, Managing Director of Zoedale Ltd. He'll tell you that it takes high-quality, reliable valves and actuators to withstand the demanding applications of fluid industries like oil and gas, water, and brewing. By offering a wide-range of always-in-stock flow control products with next day delivery, Zoedale minimises customer downtime and maximises satisfaction. It's this measured approach to service that helped Zoedale achieve 42% growth year over year. So, to relieve the pressure facing its legacy business management systems to keep up, Zoedale moved to a scalable ERP solution: SAP Business One®. Now, the company has a free-flow of information throughout the organisation for real-time decision-making and better inventory visibility.

Established in 1976, Bedford-based Zoedale Ltd. has earned a reputation for quality products and services when it comes to solving the world's flow control problems. By partnering with manufacturers from around the globe, Zoedale offers an impressive range of products, including everything from IP68 rated electric and pneumatic actuators, to butterfly, ball, and solenoid valves. As the sole UK distributor for its manufacturing partners' products, the company offers unparallelled aftermarket support to its customers.

"Zoedale services everyone from the lone gardener working in a greenhouse to complex projects involving large multinational companies such as Shell or General Electric; any company that needs to control flow", says Tim Guest, Managing Director, Zoedale Ltd.

For the customer, part of a flow control project involves the installation of actuators and valves that Zoedale supplies. That's where the company's in-house engineering services come in. A customer can have their products installed, serviced, maintained, on site or repaired at the company's in-house workshop – not all distributors of Zoedale's size can do that. It's value-added services like these that have made Zoedale known for supplying customers with solutions to flow control rather than just products.

Like its customers, Zoedale is equally focused on controlling flow too. In this case, the flow of business data throughout the organisation. With an extensive inventory of 20,000 products, and more and more client accounts to manage, the company needed a more efficient way to share data throughout the organisation.

The Challenge

Zoedale's large stock holding of standard valves and actuators enables the company to satisfy the many diverse enquires received from its customers with next day shipping. With over 5,000 fast moving stock lines, Zoedale would need to find a faster and more efficient way to keep its shelves stocked. But with limited visibility into its warehouse, MRP processes, and minimal stock levels were difficult to maintain.

"I think the challenge was obtaining an overall visibility of the business and the difficulty we had trying to get the information from the system", says Guest. "If someone in the organisation wanted to ask a question like, what was our gross margin for a product line last month versus this month, it was difficult to obtain this information without substantial effort".

Zoedale was previously using two disparate systems to manage its daily operations. Customer accounts were managed with Prospectsoft while Pegasus Opera was used for the business' accounting. The two solutions would sync data during the evening, however this meant that Zoedale's sales team did not have access to real-time information on its customers' accounts.

"Someone could be on the phone to a customer doing a quote for an order, but not have information about that customer's account in front of them because the data wasn't necessarily backed up in the notes or copied over", says Guest. "There was information gaps and processes we were looking to improve with a new business management system".
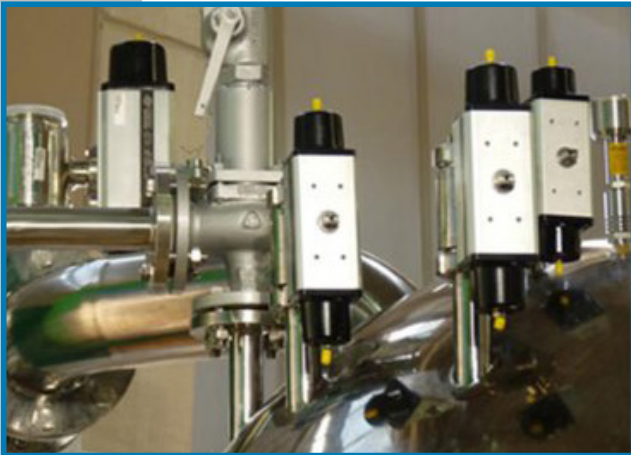
The Solution

For Zoedale, a single view of its operations was essential to control the flow of information throughout the organisation. Zoedale realised that it needed an enterprise resource planning solution (ERP) that was both scalable and one that could connect their business together.

Guest recalls: "The main objective was to get everyone in the company on the same system to provide more accurate and timely information so that we can make faster business decisions".

Zoedale chose SAP Business One from financial systems leader SAP as its enterprise resource management (ERP) system. Built for small to midsized enterprises (SMEs) and support for industries like valve distributors, Zoedale obtained access to a complete set of tools and real-time reporting to help manage and streamline its operations.

"With our old system, we didn't do a lot of reporting. Now with SAP Business One, daily reports tell us, turn over, gross profit margin, number of orders, and the average value of orders", says Guest. "We also have a number of KPIs for each department. Management can review these in monthly meetings to spot trends even before they happen".

Beyond automating everyday accounting tasks, such as maintaining ledger and journal entries, supporting tax calculations, Zoedale's financial operations could now be connected in real-time with other business processes. Now purchasing and sales are tied together with accounting resulting in more efficient transactions and improved visibility into its cash flow.

"We have alerts set up in SAP Business One which tell us when to order more products from our suppliers", says Guest. "That way excess inventory isn't sitting in the warehouse accruing carrying costs, but there is enough ready and available when the customer needs to reorder".

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> **Tim Guest**
> Managing Director, Zoedale Ltd

Working with Vision33

Zoedale's reputation with its customers is one of quality, customer service, and reliability. Recognising the importance of customer service, Zoedale decided to choose an ERP partner with a strong commitment to customer satisfaction. Upon receiving recommendation, Zoedale chose the largest global value-added reseller (VAR) for SAP Business One, Vision33, to provide its ERP support service.

"Our previous ERP partner just wasn't the right one for us, so we went looking for a new partner to provide SAP Business One support services", recalls Guest. "What we like about Vision33 when compared to our other partner, is that we have access to certified and experienced consultants that know SAP Business One very well. Whereas other partners tend to put the onus on the users, the consultants at Vision33 are motivated to help them find a solution".

Zoedale was equally impressed by the complementary customer services on offer by Vision33 certified consultants to ensure the company maximises its investment in SAP Business One. From Weekly Web Chats, where customers share their experiences and best business practices to Vision33's training services are focused on empowering customers so that they can best leverage the benefits of SAP Business One and be successful.

"I think Vision33 is a proactive partner who wants to first understand its customer's business to offer them opportunities to streamline or grow using SAP Business One", says Guest. "Rather than just doing what you tell them, Vision33's SAP Business One consultants understand what you're doing and why you're doing it and then make suggestions to help better streamline your business processes".

About Vision33

Vision33 Limited (www.vision33.co.uk) is a global IT professional services consultancy that solves customer business challenges through the promise of technology and the value it delivers. We partner with growing and large organizations in both the public and private sectors to understand their vision and help them reach it with the right blend of strategy, consulting, and technology. Vision33 global team of results-driven resources provide world-class experience through our office locations in North America and Europe. For more information about Vision33, visit www.vision33.com.