



Customer Case Study

Bespoke Sales Management Information in Minutes, Not Days

CUSTOMER

Loch Fyne Oysters

LOCATION

Argyll Scotland

INDUSTRY

Quality Food & Restaurants
Services

WEBSITE

www.lochfyne.com

PROBLEM

No interface between
operational and financial
systems
Excessive manual input
Time consuming MI creation
Difficult reporting and analysis

SOLUTION

Integration of disparate IT
systems
New Management Information
database
Single point reporting and
distribution mechanisms

BENEFITS

and improved report accuracy
Coordinated web & traditional IT
systems interfaces & reports
Reduced time to get at
information – minutes not days
Easier report distribution

About Loch Fyne

Loch Fyne started with one inspirational idea – to grow oysters in the clear, fertile waters of Loch Fyne – and has developed into a cluster of businesses whose success is built on an honest approach to superb quality food.

As well as a seafood producer, Loch Fyne has 44 restaurants throughout the UK, which use the seafood and shellfish from the Loch Fyne farms. Restaurants, resellers and individuals can also purchase its produce from its shop, through its website or wholesale.

Loch Fyne is constantly growing and has recently acquired Simson's Fisheries in Surrey to expand the production and availability of the Loch Fyne brand.

The Challenge

With such a diverse range of customers, from consumers visiting shops to large companies buying wholesale using the website, Loch Fyne needed a Management Information (MI) database to organize and connect their sales data to produce more efficient reporting and analysis. Their current system involved long and tedious 'number crunching' with considerable manual data entries. It was time consuming in operation, slow in reporting, and came with the risk of errors during the manual data entries.

The company also wanted to be able to export data from the MI Database for more detailed analysis, and a web based control panel to manage user accesses and system configuration.

The Solution

Cooper Software outlined the plan for the solution in the Business Information Review document which was focussed on getting the best of the client's existing systems, and they designed and implemented an MI database, using Microsoft SQL Server®, which centralised all of the sales data from a number of sources, including its Sales Order Processing System (Nucleus), Excel® Spreadsheets and Access Accounts database tables.

An import procedure was developed to capture and automatically integrate all of the sales data from across

this diverse range of sources. It captures and re-formats the data before inserting it into the MI Database and resolves the issues encountered during manual data entry; it is faster and accurate.

A suite of Crystal Reports™ were developed and delivered over a web platform to provide easy access to a national sales team, covering a number of analysis topics including, for example:

- * Sales by Customer by Product by Trade Channel – providing a slice and dice capability to easily analyze information
- * Salesperson Performance - detailing the sales made by each salesperson
- * Historical Comparative Reporting - displaying historical sales data and comparative analysis.

The Result and Benefits

The Cooper Software MI Database enabled information from disparate sources to be gathered in minutes instead of days, delivering substantial time savings along with very fast, accurate and detailed analysis.

Loch Fyne management team now has flexible access to month-on-month comparisons of critical financial, operational and sales information, improving the company's forecasting and target tracking capability.

The Cooper Software solution made best use of the client's existing system, extending its life and preventing the need to purchase costly new system replacements, whilst delivering a modern user-facing web based management information system that enabled local staff to create their own reports.

Comments

"Cooper Software delivered the solution on time and on budget and met all of our requirements. Not only was the solution delivered but training was provided to local staff during the development to provide us with the necessary skills to manage and build on the solution going forward"

Colin Phillips, IT Manager



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