

Wholesale Solutions News

Gold Star for Sanderson



Sanderson, the publicly owned UK provider of software solutions to the Delivered Wholesale and Cash & Carry industries, has supplied its business solution to Gold Star Cash & Carry Ltd, a new start-up company.

Based in Harrow, Middlesex, the delivered wholesaler Gold Star Cash & Carry Ltd has launched its new business with Sanderson and the Swords wholesale solution. The company supplies a wide range of items including grocery, confectionery, pet foods, as well as speciality food items at its newly refurbished depot. The company needed a single IT system to integrate their cash & carry and delivered wholesale operations.

The food and drink supplier chose Swords to manage all areas of their new business. It was confident in its choice as Gold Star

Managing Director Mr Thanwani has seen first-hand the benefits of the Swords system in a previous business, Natco Cash & Carry. Mr Thanwani knew from experience that Swords integrates and manages both delivered wholesale and cash & carry operations.

Sanderson is the preferred supplier to the Today's group, of which Gold Star is now a member, so they will also benefit from group buying power and improved industry links.

In addition to the Swords system, Gold Star is also implementing the Swords Radio Frequency (RF) solution using hand held scanners to further maximise warehouse efficiencies. This application facilitates more efficient order picking, shelf edge label checking, stock taking

and eliminates manual errors. Swords RF instantly matches Goods-in deliveries against purchase orders with 100% accuracy, highlighting shortfalls and protecting cash flow by reducing costly errors. Telesales staff quickly access real-time stock levels, providing customers with accurate order information – enhancing the quality of customer service.

Vijay Thanwani, Managing Director of Gold Star, comments: "Having worked with the Sanderson system in a previous wholesale company, Natco Cash & Carry, I knew Swords would be crucial for my first start-up business. I am really pleased to launch my new company with a specifically designed wholesale system that covers all operations. The Sanderson team have been very helpful and supportive throughout the implementation."

Preston Beer Raises a Glass to Sanderson

Established in 1998, Preston Beer supplies an extensive range of beers, spirits, soft drinks and quality wines to the foodservice industry including restaurants, cafes and pubs in the north of England. To support Preston Beer's growth and increasing product range, the company required a software system that manages all wholesale operations.

The Sanderson wholesale IT system, Swords, stood out in the marketplace as the best choice for the company. The system delivers vital management and stock information, helping Preston Beer to make effective replenishment decisions and maximise the use of warehouse space.

Telesales teams are benefitting from instant visibility of stock levels and product information – enhancing service levels and avoiding missed sales opportunities.

In addition, the system has introduced much needed pricing controls, simplifying complex pricing structures and saving time on setting unit costs and promotions.

Preston Beer has also implemented the latest solution to streamline and automate the 'quotation to contract pricing' process, saving valuable time and boosting customer satisfaction by providing a faster service.

Tony Oxley, Managing Director of Preston Beer comments: "The Sanderson solution has improved our overall operational efficiency, transforming the areas that were causing us difficulties such as warehousing and setting pricing controls. We have the ability to extract information at the touch of a button, making a huge difference to our business. The experienced Sanderson team were exceptionally helpful throughout

implementation and I am confident our business will grow with Sanderson."



About Sanderson

Sanderson is a publicly owned UK provider of software and IT services. With innovative market focused solutions aligned to specific business requirements, Sanderson builds long term relationships with customers to improve their business performance.

About Swords

Swords is a comprehensive software solution for delivered wholesale and cash & carry businesses. Swords integrates all areas of the supply chain, balancing the demands of sales, purchasing, stock and cash flow.

For more information please contact:

Tel: 0333 123 1400
Email: info@sanderson.com
Web: www.sanderson.com/swords

Increase your efficiency and profits with a single IT system

With over 25 years' experience, Sanderson the publicly owned UK provider of software solutions to the delivered wholesale and cash & carry industries, continues to deliver its wholesale solution to companies looking to maximise the benefits from their IT systems and strengthen their operations for the future.

The Swords software, from Sanderson, integrates all areas of the supply chain, balancing the demands of sales, purchasing, stock and cash flow. The solution manages all processes, from telesales, web trading and warehouse management through to accounting. Easy to use business intelligence facilities provide essential management

information to support business decisions, improve efficiencies, reduce costs and enhance customer service levels.

More companies are choosing Sanderson:

Northern Ireland's leading convenience foods wholesaler **O'Reilly's** has selected multiple wholesale solutions including Voice Order Picking. Voice technology uses speech recognition to allow staff to communicate with warehouse management systems via headsets and microphones. The solution boosts speed, accuracy and warehouse productivity by reducing the

number of picking errors. Also located in Northern Ireland, foodservice wholesaler **Bap Express** has chosen the Swords solution to support the company's growth and increase warehouse efficiency with RF Scanners. With Swords Radio Frequency (RF) Solution you can quickly check order accuracy at goods-in and immediately identify new products, avoiding problems at check-out.

Drinks wholesaler **Paul Burton Drinks** has selected the Sanderson wholesale solution to grow it's business. Swords is a modular system, so Paul Burton can extend its use as the business requires.

Boost warehouse productivity and save money with Voice Order Picking

How Swords Voice Order Picking works

Incorporated with the Swords system, Voice Order Picking uses speech recognition so staff can communicate with the warehouse management system. Wearing a wireless headset and microphone, the picker is directed to each stock location in the warehouse to pick the order.

How Swords Voice Order Picking benefits pickers

- ✓ **Provides intelligent routing** as the system tells pickers where to go to pick orders in the warehouse. This saves time and effort and increases the number of orders picked per shift
- ✓ **Keeps the picker's hands free** as there is no hand held scanner. This is particularly useful in freezers where scanning is impossible because of the pickers wearing thick protective gloves

How Swords Voice Order Picking benefits your company

- ✓ **Reduces picking errors and saves cash.** Fewer picking errors reduces the costs of processing returns and credits
- ✓ **Increases staff productivity with less paperwork.** Voice Order Picking eliminates the printing of picking lists, so there is less administration and more time spent picking orders
- ✓ **Orders are picked faster.** Pickers are continuously picking orders as they do not need to return to the work station to complete tasks or collect the next order
- ✓ **Training costs are reduced** as the system is quick and simple to use

"The Voice Order Picking technology saves valuable working time for staff and increases overall warehouse productivity. We have now integrated all areas of our supply chain and have real-time visibility of stock. Our customer service will be improved by more accurately picked orders and a faster service." **Mark Windebank, Managing Director of Savage & Whitten Wholesale Ltd.**



Off the shelf success

For Glasgow-based, award-winning delivered wholesaler J W Filshill, a long-standing partnership with IT solution provider Sanderson has become vital to the strategic direction of the business. The family business which has over 1,600 retail cash & carry and delivered goods customers, has soared to become a major wholesale and cash & carry operation.

Managing Director, Simon Hannah says it is impossible to imagine how Filshill would run without Sanderson: "It remains the perfect fit for our business."

The food and drink supplier is a long-term user of Swords, the delivered wholesale software solution from Sanderson, and uses it to deliver ongoing improvements in its business and operational processes.

The latest project has seen the introduction of sophisticated voice-directed picking to the warehouse.

To increase warehouse efficiency, Filshill invested in voice order picking. The new system features speech recognition technology to enable staff to communicate directly with the warehouse management system, through a wireless headset and microphone. The system directs the picker to the correct location and the operator gives a sequence of verbal confirmations based on the product code, to ensure accuracy. **"The Sanderson system has reduced pick time dramatically – by as much as 30% for some products," says IT Executive Andrew Allison.**

with a recent revamp of the order picker pay scheme, the hourly pick target is set to rise to 180 per hour compared with the original target of 110; that's a 64% improvement."

Sanderson has also developed an online ordering system for Filshill, to further improve delivery times. Customers scan product barcodes into the system using a key fob scanner at their premises. This data is uploaded directly into Swords and links through to the voice picking technology. Filshill is also using Swords to enable intelligent use of its business data. Business Intelligence allows detailed analysis of sales, purchase and stock-holding trends and can be used to evaluate supplier performance.



Productivity is not the only positive result. Allison explains: "The increase in accuracy and reduction in handling damage – estimated at £10 per error – means this project will achieve ROI within its first full year of operation." Andrew adds, "Combined

Finance director Fraser Harrison says the latest system enhancements will boost efficiency and profits: "Access to real-time information is crucial to a busy company like ours. With Swords and the addition of voice order picking technology, we can have an accurate stock reading at any time. Our investment in voice order picking will lead to faster and more accurate order picking in the warehouse. We'll be able to see the return on our investment quickly due to a reduction in costly picking errors and an improvement in service levels for our customers."

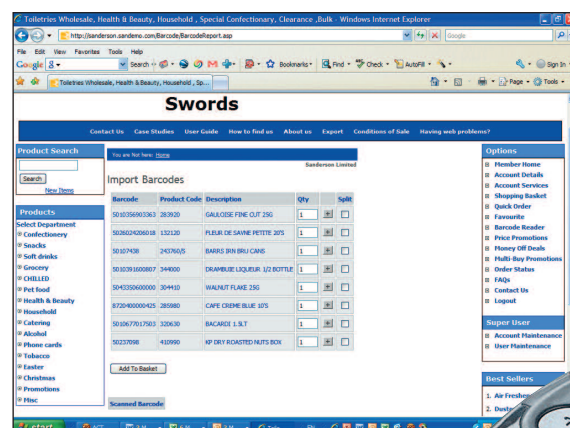
Increase sales by up to £100k!*

Would you like to make ordering faster, easier and more convenient for your customers?

The key fob scanner and web ordering system:

- ✓ **Increases your sales** - as customers can place orders 24 hours a day
 - ✓ **Scans barcodes of products** customers need to re-order and uploads directly to your web ordering system – **it's quick and simple!**
 - ✓ **Improves customer communications and helps your delivery scheduling** – customers can instantly view promotions and choice of delivery dates
 - ✓ **Allows your customers to place orders** directly with you, whilst at their premises
 - ✓ **Is small and lightweight enough to fit in your pocket** – customers can use this scanner at home or in the store.
- and most importantly, increases customer satisfaction** by making ordering quicker and easier for your customers!

"The key fob scanning and web ordering system provides us with a 24 hour ordering facility. Our customers scan the items they need to order at their premises and then upload the data file to our web ordering system. Whilst they are logged in, customers can view available delivery dates and tailored promotions. This



*Actual sales increase for a Sanderson customer who has implemented the key fob scanner and web ordering system over a 16 week period.



system has significantly improved communication with our customers and helps with the scheduling of orders to delivery dates. The biggest benefit is increased sales – we are currently averaging £100k of web sales per week." **Fehad Shehzad, IT Executive, J.W. Filshill Ltd**

Michelin star service

Woods Foodservice was established more than 40 years ago delivering food supplies to the restaurant trade, including several Michelin-rated establishments in and around London. Superior service drives the business, together with the delivered wholesale IT solution from Sanderson.

Managing Director Darren Labbett has refocused the business to remain competitive and improve profitability. The company selected Sanderson and Swords "The introduction of Swords was the significant step we needed to lay the foundations for our future," he says.

Prior to Swords, Woods ran entirely on manual systems, with orders and invoices handwritten. Darren is convinced that without the Sanderson solution, Woods could not have adapted to market changes. "Swords helped us change the way we worked, it gave us the means to develop and move in

new directions."

Since then, turnover has increased fivefold. The company delivers daily to restaurants, many of whom order in the early hours of the morning. Typically, 150 orders are placed each night; the details are keyed into Swords and the order immediately picked and packed, and en route to customers by 7am.

Fast turnaround like this relies on visibility, accuracy and confidence in the data. "We couldn't manage without Swords – it runs our entire business," says Darren. "We are confident we have the best solution for our company."

Woods relies on reports from Swords for information on stock levels, purchases and sales. Darren says stock reports, in particular, are vital: "Our entire operation is built on a highly



responsive service which is impossible to provide without the right information. The reports from Swords are critical."

The company is considering further software upgrades, including implementation of RF scanners, to improve warehouse productivity and efficiency. "Like us, Sanderson provides a superb service and great value for money."

Sanderson drives new generation growth at Awan Marketing

Established in Birmingham in the 1970s, Awan Marketing supplies local retailers with a wide range of household goods and garden equipment. Today the company stocks more than 15,000 items and serves a customer base of over 7,000 throughout the UK, Europe, Africa and Asia.

Recently, Awan Marketing experienced further growth and needed a system to manage both its cash & carry and delivered wholesale businesses. The company chose Swords to integrate all areas of its operations, to support the company's expansion and improve the overall efficiency of its business. The Swords system manages the demands of purchasing, pricing, stock and warehouse management, key operational areas for Awan Marketing.

The Swords system benefits Awan Marketing by replacing time-consuming manual processes with an automated, company-wide system, enabling the company to deliver a high quality service to its valuable customers.

Stock management is significantly improved as the company has instant access to real-time stock information – increasing stock control and avoiding under and over-stocking situations with informed buying decisions.

Telesales also benefit from complete visibility of stock levels and product information, enhancing customer service with alternative products for out-of-stock items and notifying customers of relevant product promotions.

Sanderson is the preferred supplier to the Nisa-Today's Group and this was another contributing factor in choosing the Swords solution.

Nasir Awan, Managing Director of Awan Marketing, comments: "The Sanderson solution was the natural choice for our company to support our sales growth and expansion. It integrates our new warehouse operations with the rest of the business, significantly improving stock visibility and providing essential business information. This is an invaluable benefit to all our employees and strengthens our decision making process."



About Awan Marketing plc

Awan Marketing was established in 1976 as a small retail business in Birmingham. Awan has grown to become a key distributor for top brand electrical names and stocks toiletries and fancy goods.