



*Page 2
Latest solutions to help wholesalers save time and boost productivity*



*Page 3
Preston Beer saves £5K a month with Sanderson*



*Page 4
More companies grow with Sanderson*

CASH & CARRY AND WHOLESALE NEWS

Issue 12

HT & Co accelerates with Sanderson wholesale IT solution

One of London's leading wholesalers and distributors of drinks and tobacco, HT & Co (Drinks) Ltd has selected the Sanderson wholesale software solution, Swords, as the best system to meet its growing needs and to integrate and support its many businesses. Impressed by the extensive functionality of Swords, the company will also deploy Voice Order Picking, Business Intelligence, Mobile CRM and Web Ordering solutions to generate efficiencies, increase sales and deliver an even better service to its customers.

The latest Voice Order Picking solution will be used in the warehouse, allowing HT & Co to benefit from faster order picking, increased staff productivity and significantly fewer picking errors – protecting cash flow by reducing costs. Swords Business Intelligence will enable HT & Co to continually monitor performance using key performance indicators, providing



valuable information for decision making.

In addition, the new Mobile CRM solution enables staff to work remotely and provides business continuity away from the office. With 24 hour access to the Swords system via mobile devices, they can create quotes, process sales orders and view essential information whilst with customers to maximise sales opportunities and respond faster to customer enquiries. Furthermore, the introduction of the Sanderson Web

Ordering solution will provide a fundamental, additional sales channel, improving customer experience. HT & Co's customers will be able to place orders, 24 x 7, at their convenience, track order progress and view promotional offers – increasing HT & Co's sales further.

Sanderson is a preferred supplier to the Today's Group. As a member, HT & Co is also benefiting from group buying power and improved industry links.

Jon Durrant, Head of IT, HT & Co (Drinks) Ltd, comments:

"The Swords software solution provides the best platform in terms of functionality and support for our long-term growth. The solutions will help to increase sales and raise customer service levels across the business. Swords Business Intelligence is most useful for us – we can review company performance at any time and utilise management reports for effective decision making."

Sanderson is a publicly owned UK provider of software solutions to the delivered wholesale and cash & carry industries. Its wholesale IT solution helps companies to streamline operations, reduce costs and increase efficiencies to drive their businesses forward.

The Sanderson wholesale IT system, Swords is a single integrated system which manages all areas of the supply chain, balancing the demands of sales, purchasing, stock and cash flow. The system integrates all wholesale operations, including telesales, sales orders, web trading, mobile CRM, and stock and warehouse management. Swords provides essential management information to support business decisions, improve efficiencies, save time and money and enhance customer service levels.



Top 5 benefits of Swords

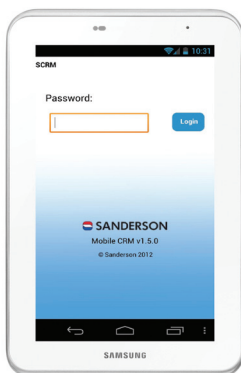
1. **Maximise sales** and avoid missed sales opportunities by offering alternative items with instant visibility of stock levels
2. **Enhance customer service** by processing orders faster, picking orders more quickly and accurately, and offering more sales channels for customer convenience
3. **Boost staff productivity and save time** by streamlining operational processes, removing manual paperwork and duplication of tasks
4. **Improve stock management** using real-time information to make informed purchasing decisions and utilise warehouse space more efficiently
5. **Increase control** of your business with key management information, enabling a quick response to any potential issues.

Latest Sanderson solutions to maximise sales, boost productivity and save time

Our very latest solutions are helping wholesalers to maximise sales opportunities, process orders faster and reduce errors by streamlining and automating operational processes.

New Mobile CRM solution

- **Boosts staff productivity** – 24 hour access to real-time Swords data enables staff to work remotely and provides business continuity away from the office
- **Improves order taking efficiency** – produce quotes and process sales orders during customer visits.



Swords Voice Order Picking

- **Saves time and increases number of orders picked.** Intelligent routing tells pickers where to go to pick orders in the warehouse
- **Reduces costly picking errors and saves cash.** Fewer picking errors reduces the costs of processing returns and credits.



Swords web ordering system

- **Increases sales** – customers can conveniently place orders 24 hours a day
- **Improves customer communications** – helps with delivery scheduling
- **Saves time** by eliminating the need to re-key orders.



Triple measures of success

Beer, wine and spirits wholesaler Preston Beer Company has transformed its operations. Robust pricing control, real-time stock visibility and unparalleled management data are just some of the benefits now flowing through Preston Beer Company following its recent implementation of the wholesale IT system from Sanderson. What's more, the investment has paid back three times over within the first nine months.

Preston Beer Company is a £5 million, 10-employee business, located near Preston. Prior to the installation of Swords, the specialist wholesale IT system from Sanderson, Preston Beer's processes were manual, time consuming and prone to error. "It was definitely time to get a new system to run the business more efficiently," says Managing Director and Co-founder Tony Oxley.

"Some years earlier, when I saw Swords, I could see it was the best system for our business. However, at that time, we were still a very young business and we decided to wait until we'd grown a bit." In hindsight, he says, delaying the decision was the wrong thing to do: **"If I'd known then what I know now, I wouldn't have hesitated. We had no idea how much benefit this system would bring us - we wish we'd installed Swords years ago."**

Once Preston Beer signed the contract for Swords, Oxley says, "The Sanderson team steered us through the process with military precision. Their help was invaluable, especially to a small company like ours."

The system has brought fresh efficiency, order and accuracy to Preston Beer's operations. Stock control has been transformed. "The data is accurate and immediate - everything is there at the touch of a button." Monthly stock takes are now a thing of the past: "I just do random checks on individual items and I've never found an error. **The way Swords manages stock is fantastic. It saves us £5,000 month, which makes a huge difference to a**



business our size."

Preston Beer now also has much-needed pricing controls, simplifying complex pricing and eliminating the need for manual unit cost alterations. "Prices vary by customer, which meant previously we had to load information separately, by item." Not only did this take time, but it also led to errors - in contrast, Oxley reports 100% accuracy and, more importantly, customer retention since the introduction of Swords.

Preston Beer has secured significant time savings, thanks to the system's ability to optimise and schedule delivery routes. **"It's a task which used to take at least two hours each morning. Now it takes just minutes,"** says Oxley. Swords produces delivery routes for each driver and sheets are compiled and printed for each route: at the end of the day, the sheets are returned along with money collected.

Customer PLOFs (price list and order forms) are easy to display, enabling

Preston Beer to see regular order patterns and historical data. "When a customer phones, we can see straight away what they usually order, so we can remind them if items are missed, making sure we don't lose any sales opportunities," Oxley states.

Such has been the transformation in operational efficiency that Preston Beer has already recouped its investment more than three times over. **"We've been able to improve our margin by 2% since implementing Swords - that's a threefold payback resulting from better efficiencies within the business and better-informed decisions,"** says Oxley.

He concludes: "Swords has released valuable time to do more productive work, seeking out new business. It will undoubtedly help us to grow - and grow with us. But beyond the software, Sanderson has over-performed on service: we were so impressed by their commitment to understand our business and it is paying dividends."

More companies grow with Sanderson

Increasing numbers of wholesalers are choosing the Swords IT system to increase operational efficiencies within their warehouses, streamline operations and support business expansion. Two fast growing wholesalers have implemented the Sanderson solution to strengthen their operations for the future.



Birmingham household goods supplier **Awan Marketing** serves a customer base of over 7,000 throughout the UK, Europe, Africa and Asia. The company has invested in a new purpose built warehouse, enabling it to service its growing customer base and significantly expand its product range.

Awan Marketing needed a system to manage both its cash & carry and delivered wholesale businesses. The company chose Swords to support the company's expansion and improve the overall efficiency of its business.

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.

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."



Also experiencing rapid growth is Bristol based **Chapple & Jenkins** which supplies confectionery and soft drinks to a wide range of retail outlets. The company has a large warehouse, and stock levels are continually increasing with new product lines.

As the company expanded, Chapple & Jenkins found it was duplicating efforts in areas such as sales order processing. It realised that multiple paperwork processes across the business were generating unnecessary administration. Chapple

& Jenkins needed a wholesale IT system that would increase control of the growing business and streamline operational processes for maximum efficiency, with minimum administration.

Chapple & Jenkins selected Swords as it manages the demands of telesales, purchasing, stock and warehouse management, together with an integrated accounts system. The system replaces manual processes with a time saving automated system. This is essential for Chapple & Jenkins to deliver a high quality service to its customers.

Martin Jenkins, Director of Chapple & Jenkins, comments:

"We're pleased to have Sanderson on board with us at an exciting time of company growth. I am confident that Swords will streamline our business processes and cut out the manual workload for all departments across the business. This will boost our customer service levels as staff will have less paperwork to administer and more time to assist customers."

Don't just take our word for it, here's what our customers say about Sanderson and Swords:

"The Sanderson voice order picking solution has reduced pick time dramatically – by as much as 30% for some products."

Andrew Allison, IT Executive, JW Filshill

"We couldn't manage without Swords – it runs our entire business. We are confident we have the best solution for our company."

Darren Labbett, Managing Director, Woods Foodservice

"By using Swords to its full potential throughout our business, we've been able to drive a three-fold expansion while still retaining the first-class service we are renowned for."

Mark Windebank, Managing Director, Savage & Whitten Ltd

Publishing Director: Martin Lovell

Published by Winlove Publications Ltd on behalf of:

**Sanderson
Sanderson House, Manor Road,
Coventry, CV1 2GF**

**Tel: 0333 123 1400
Fax: 0333 123 1401**

**Email: info@sanderson.com
www.sanderson.com/swords**