

Using DealTrack “out of the box” and Enable expertise to create a compelling ROI

Background

This building supplies company has over 50 branches and is growing. They recognised that having smooth business processes would be an essential foundation for their growth plans, and whilst most parts of the business had been systemised, the area of rebate management remained an anomaly.

They were using spreadsheets because their core ERP system (Kerridge) did not support their requirements.

They approached Enable to discuss the suitability of DealTrack to their needs and were keen to discover whether a quick return on investment was possible.

Why DealTrack?

When they saw the standard DealTrack package, they could see that it had the flexibility to manage any type of deal they could think of.

They liked the fact that we make available standard APIs to bring in data from any other system, and their own IT department had the skills needed to make them work.

They then listened to our advice and liked the approach of finding some quick wins based on recent historical transactions.

The solution

The business case was healthy, but the team wanted to address the problem in as short a time frame as possible. The longer the implementation went on, the more deals and transactions they would have to deal with.

The “out of the box” DealTrack software was implemented and the first project was to load historical data, identify any missed rebate claims, and start accruing for rebate at a more detailed level. A key objective was to be able to understand net-net product pricing.

In parallel with users receiving training on how to manage deals, their IT department got to work extracting data from their core ERP system and using the standard APIs to get the data into DealTrack. There was, inevitably some data mapping and manipulation to deal with, but with basic support from Enable their IT team constructed the required integration themselves.

At a glance

- Implemented DealTrack “out of the box” in a short time frame
- Used DealTrack’s standard APIs to extract data from their core ERP system with little involvement from Enable
- Now have insight on net-net product pricing and true product profitability – something which was difficult to obtain previously



Passionate about software enabling profitable growth

Enable was spun out of DCS Group, which is recognised as one of the fastest growing businesses in the UK.

DCS provides central distribution for P&G, Unilever, Colgate, PZ Cussons, SC Johnson, Reckitt Benckiser, Kimberly-Clark and many more into the majority of retailers smaller than the big 4 supermarkets. The company has achieved year on year growth through effective joint business plans and slick, efficient execution.

DCS started in 1994 and soon realised that effective use of technology would be key to achieve its growth ambitions. The company experienced difficulty finding the right solutions, and eventually set out to develop its own software.

Suppliers were so impressed that they asked whether DCS could implement software solutions for them. Enable was born in 2000 to service this demand, and has since grown every year in its own right.

Today, DCS has 320 staff and £200m turnover. Enable has 50 staff and £4m turnover. Both companies are 100% privately held. We have leading edge technical capability with the grounding and industry expertise of distribution.

In addition to our substantial knowledge in wholesale and retail, Enable also has significant experience in the builders merchants arena having worked with and implemented software solutions for Affiliated Distributors, Grafton Merchanting, Morrison Supply, Travis Perkins and Wolseley UK.

