



Chelford Farm Supplies

Supplier Outfits Company with
SAP Business One® to Save Time and Money

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Sarah Kranz, Finance Director
Chelford Farm Supplies Ltd.

Company



Name:
Chelford Farm Supplies

Industry:
Agriculture, farming, and horse riding

Products:

- Equestrian clothing & footwear
- Farm supplies & feed
- Garden & forest machinery
- Shooting equipment, clothing & ammunition

chelfordfarmsupplies.co.uk

Business Challenges

- Difficulty accessing data from the system
- Transaction traceability
- Labour intensive reporting
- Inventory count errors caused by manual data entry
- Limited integration with online store

Objectives

Implement modern enterprise resource planning (ERP) application for operational efficiencies

ERP Solution

SAP Business One®

Benefits

- Purchase ledger identifies order discrepancies, saving thousands each month
- MRP and inventory minimums ensure greater stock control
- Automated invoicing and billing increase inventory accuracy
- Stock integration saves three days of work a week

Chelford Farm Supplies built its reputation on a simple company ethic: retail the best brands at the lowest possible prices for great customer value. But when it came time to choose an ERP solution to manage sophisticated multichannel retailing, Cheshire's largest supplier of farming, agriculture, and equestrian products chose SAP Business One to take the complexity of its business. The result? Thousands of pounds in savings each month and extra hands to service its customers.

Established in 1975, Chelford is one of the United Kingdom's foremost specialist in equestrian clothing and footwear, farm supplies and feed, garden and forest machinery and shooting equipment, clothing and ammunition. Starting as a farm shop, Chelford took on a saddlery section and quickly became among the best stocked saddlery shops in the North West, meeting the needs of horse and rider, small holder and farmer alike.

In addition to a brick and mortar outlet, Chelford also operates a successful online store, www.chelfordfarmsupplies.co.uk. To keep up with latest equestrian brands and farming products meant cycling through stock three times a year. Employing a small staff to manage customers' orders meant the company could stay nimble and profitable. However, by time the inventory grew to over 24,000 products the company needed a business tool to increase their capacity for managing more and more inventory with the same number of employees.

The Solution: SAP Business One

Chelford knew it needed to make the move to a new business management application and spent time carefully evaluating many applications on the market. "If you're not careful, you can waste money trying to save money if you buy the wrong ERP solution", says Sarah Kranz, finance director, Chelford Farm Supplies. "SAP Business One comes with a fantastic reputation; it really does what it says on the box. After seeing a software demonstration, we were impressed by its flexibility and ability to integrate with our retail and online business".

Compared to other applications on the market, Chelford saw that SAP Business One offered the most features and the most flexibility. Designed specifically for small businesses, the SAP Business One application is a single, integrated solution for managing your entire company – including financials, sales, customer relationships, and operations. "Chelford wanted to ensure the ERP application that the company purchased was the best system money could buy on a small to midsized enterprise budget. For its feature set and price, SAP Business One fit the bill", says Kranz.

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World Class Implementation Partner

Chelford knew that SAP Business One was only part of the equation to streamline its operations with a robust business management solution. To bring the company into the next stage of growth meant choosing the right partner to fully leverage its investment in transformative SAP Business One. After evaluating several software partners, Chelford chose the number one global value added reseller (VAR), Vision33 for the implementation. “They came recommended by SAP, were very knowledgeable of SAP Business One and business process”, says Kranz. “Moreover, Vision33 consultants were very transparent – they didn’t make promises that they couldn’t deliver on. This gave us the confidence that our business was in good hands”.

The Benefits

Vision33’s dedicated support team mapped out the company’s requirements; integration points with its web store, MRP requirements and identifying manual processes that could be automated. The implementation took just a few months and after the go-live, the results were immediate.

With full purchase ordering through receiving and invoicing the company has identified thousands of pounds in discrepancies. But for Chelford the biggest benefit was in the amount of time saved. “We can now spend more time on value-added tasks instead of things like manual data input”, explains Kranz. “If we were doing a payment run for our suppliers it used to take the whole day. Now with SAP Business One that same process takes half an hour”.

Chelford’s brick and mortar retail outlet is complemented by a successful web store, www.chelfordfarmsupplies.co.uk. Here customers can place orders for farming supplies and manage their accounts online. SAP Business One gives Chelford the ability to update stock without the need for manual data entry – another time saving benefit. “We have stock integration between our ecommerce website and our business backend”, says Kranz. “Before out-of-stock products used to require manual updating; taking half a day’s work for an employee to manual update the online store’s count. With SAP Business One, the website is integrated and automatic updates save us three days of work a week”.



Going Forward

With SAP Business One, Chelford is provided efficiencies which enable them to do more without increasing overhead. The time savings, Chelford's sees as giving the company the ability to focus on continuing to provide its customers with the service that it built its reputation upon. "We run a tight ship at Chelford and with SAP Business One, we are able to do much more with the same number of staff that we've always had, but now have the ability to focus on growing our business", concludes Kranz. "Since Chelford moved to SAP Business One, we've been able to access detailed information about our customers' orders and preferences for the first time. It's been invaluable to service our valued customers".

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About Vision33 (formerly Alphagen)

Vision33 Inc. 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.

Vision33's SAP solutions provide scalable and integrated enterprise resource planning (ERP) technology to growing enterprises. We work with customers to connect their business processes from finance and expense reporting to procurement and inventory – transforming their operations and better managing subsidiary operations – no matter the size of their business. Vision33's dedicated customer support program, Vision33's world-class TOTAL Care support program ensures you have the tools needed to fully leverage your investment in technology.

Vision33's eGovernment practice delivers the right approach, expertise, and people to public sector clients to empower our government clients to be successful with technology. We have experts in the technologies and methodologies that are of most value to you. Working in partnership with Vision33, we will help you optimize your technology investment, delivering government services efficiently, reduce costs and improve overall citizen satisfaction.

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