



case study

Charlton & Jenrick fired up by Dynamics NAV solution

“The team at Metaphorix showed both an understanding of NAV and a willingness to uncover exactly what C&J wanted to achieve.

We were definitely right to go down this route.”

Dave Bulpitt
IT Manager
Charlton & Jenrick

Charlton & Jenrick had just about taken their old system set-up as far as they could. The existing solution was supporting their existing business requirements, but the company were concerned that it would not offer them the growth into new areas they desperately needed.

The company decided that only a fully integrated ERP solution would give them the platform for growth required. For this, they turned to Dynamics NAV from Metaphorix.

The Company

Charlton & Jenrick specialises in the design and manufacture of a diverse range of quality gas fires, electric fires and fireplace products through various brands including:

Paragon Fires

This is Charlton & Jenrick's flagship range of quality gas and electric fires offering a traditional or modern fireplace design.

Katell

Whatever a customer's preference, traditional or contemporary surrounds, gas or electric fires, Katell offers a perfect combination of style and practicality at an affordable price.

Fireline

Fireline offers fireplaces that are combined with the finest quarried marble to create an unrivalled range of attractive fires.

The Challenge

There were two separate systems in place inside Charlton & Jenrick. One offered support for their manufacturing needs and the other provided for their accounts function.

Sales orders were transferred on a weekly basis and stock was updated monthly from the Herschel system into Sage. Altogether, it was a long and drawn out process.

The old system had no CRM database and management reports were generated by different people in different departments, often covering the same information but from a different angle.

With two systems in use and departments doing their own thing, there was no synchronisation.

This led to duplication of effort and, at times, errors in the data.

In addition, the company had real concerns about the organisation that had supplied their stock system.

The team in Charlton & Jenrick wanted to be more efficient with more streamlined work processes.

To help them move forward they needed a new system.

With a new system in place, they could look at adding other areas that they felt would bring real value to the business – barcoding, serialisation of their products, improved reporting and accurate forecasting.

The Solution

Charlton & Jenrick decided to cast their net widely when looking for a new solution.

They contacted several of the main suppliers of ERP systems for companies of their type and size.

One of the routes they took was to talk directly to Microsoft, who put them in touch with two suppliers, TSG and Metaphorix.

So that they could make sure that the system gave them everything they wanted, the team in Charlton & Jenrick documented their current processes and what they wanted going forwards.

Adam Tudge, the Purchasing Manager, had used ERP systems before. Together, he and Dave Bulpitt, the IT manager, looked at the internal processes.

They focused on bringing their three separate companies together on one single fully integrated solution. As the evaluation process unfolded, Metaphorix began to differentiate themselves from the other offerings.

- SAP Business 1 looked good but it offered a maximum 45 users and for a company with ambitious growth plans, this sort of limitation was unacceptable. NAV 2009 scored highly with Charlton & Jenrick, offering the ability to grow to several hundred users.
- Sage Line 500 was a real contender but Charlton & Jenrick felt that it was not as strong as NAV on manufacturing.
- TSG knew their stuff, but they didn't explain just how NAV would work for Charlton & Jenrick and how it would map onto their business processes.
- Access Supply Chain looked at what Charlton & Jenrick did now and wanted to replicate this in their solution. This went against what the company was trying to achieve and they did not progress further.

The team at Metaphorix showed both an understanding of NAV and a willingness to uncover exactly what Charlton & Jenrick wanted it to achieve.

In addition, Metaphorix demonstrated a real understanding of the manufacturing aspects of Charlton & Jenrick's requirements.

CLIENT PROFILE

As a provider of quality fires and fireplaces, the company needed a fully integrated ERP system to support their ambitious growth plans.

After a comprehensive evaluation of all the major providers, they chose Microsoft's Dynamics NAV.

Solution Microsoft Dynamics NAV with Jet Reports



Benefits

- Improved manufacturing processes.
- Consolidation of accounts across the group.
- Improved reporting tools for management.
- More accurate forecasting.

Finally, Metaphorix took them to see a user with similar processes, Macron. This allowed Charlton & Jenrick to see how their implementation might look if they went with NAV.

This was very helpful and quite influential in their decision to go with Metaphorix.

Having decided on NAV with Metaphorix, the company set about the implementation, which took around 6 months to complete.

How did it go? The man who signed off on the project at the outset, MD, Barry Charlton, felt that the implementation went smoothly.

All projects are tough on the staff who have to carry out their normal duties whilst helping to implement a new system. There were times when the Charlton & Jenrick team found the going hard, but they battled through. In addition, Metaphorix worked very well with the entire team to make sure that any issues were quickly handled.

The Benefits

The implementation of NAV offered Charlton & Jenrick some significant benefits.

Their existing system had no production planning facility. With NAV they get detailed projections in conjunction with management reports using Jet Reports. This saves them several hours a week in manual calculations and checking data.

The reporting coming out of the system was much more helpful and the data was accurate.

They found they could report from any part of the system, getting the type of management information they needed to make better informed decisions.

In order to achieve their aims of getting an edge over their competition, and to be the best manufacturer in the market, they needed a system that would help them improve their processes. NAV delivered this for them with accurate forecasting and strong manufacturing control.

Finally, they wanted to build a reputation as an organisation that was efficient and easy to deal with. Using NAV's improved business processes and reporting has given them the standing they wanted with both customers and suppliers.

Having finished the main implementation of NAV, Charlton & Jenrick are looking to press ahead with added value products such as:

- AGR – inventory optimisation
- The NAV Role Tailored Client (RTC)
- Hand-held scanners and barcoding of products
- Improving their pick, pack and despatch process
- Consolidating all the accounts across the group.

The intention, having successfully installed NAV in Charlton & Jenrick, is to roll it out to the rest of the group over the next 12 months.

For more information about our products and services, please call: **01675 432400**, email us at: sales@metaphorix.co.uk or visit our website: www.metaphorix.co.uk