



## case study

### Network specialist delivers joined-up computing with Dynamics NAV

*"We needed a new system to support our growth plans. We chose NAV and Metaphorix to help us make the move.*

*Another customer recommended Metaphorix to us and they didn't let us down. The NAV system brought our organisation together, allowing us to work more effectively across the entire company.*

*This change is one of the most important things we've done to the business since I arrived."*

**Paul Geatrell**  
Financial Controller  
Quintel

With an existing solution that didn't address all aspects of their business, Quintel moved quickly to install a fully integrated ERP system. The company wanted a solution that would give them tighter control over their complex projects.

The implementation of Dynamics NAV from Metaphorix replaced the spreadsheets and ad hoc systems in use with a total business system delivering major benefits for their organisation.

#### The Company

Quintel is a leading innovator in the design, development and delivery of network antenna solutions for wireless operators.

They operate from offices in Menlo Park, California and Bicester, England with additional locations in the Americas, the UK, Europe and Asia.

The company's unique market strategy optimises the service utilisation of wireless infrastructure by allowing clients to share antennae, delivering the best possible network performance at minimum cost.

Operators choose the Quintel family of products because they can be easily configured to meet specific business and network requirements for frequency, technology and size.

Quintel's approach enables network operators to realise up to 40% cost savings in the deployment and maintenance of their infrastructure over traditional methods.

World-leading wireless operators across the world are amongst their customers, including household names such as AT&T, Vodafone, Telefónica, Orange, Three and O2.

To successfully deliver their solution, Quintel offers a wide range of network engineering and design services. Their professional team of wireless network and site specialists provide an advanced level of expertise to help to optimise their clients' installations.

#### The Challenge

The Financial Controller, Paul Geatrell, joined Quintel in March 2008 and his first job was to find a new ERP system.

The software installed when Paul arrived did not cover all aspects of the business. The company recognised that a full ERP solution was needed to offer the tight control they wanted over their projects.

In particular, the company wanted to get their production procedures under control. Their bills-of-material data were inconsistent, creating a real urgency for an ERP system that could offer this functionality.

In addition, the business was mainly run on spreadsheets that were built and maintained by different people in different parts of the organisation. This meant that the information used within the company had the potential to be inaccurate.

## CLIENT PROFILE — Quintel



Quintel designs, develops and delivers network-efficient antenna solutions for wireless operators.

They offer cost-effective network solutions by allowing clients to share antennae. This delivers their customers the best possible network performance at minimum cost.

### Solution

Microsoft's Dynamics NAV

### Benefits

- A single, consistent view of information
- Tighter control over manufacturing
- Integration of all parts of the business
- Improved inventory processes

The fact that everyone seemed to work on their own information, with no single version of the 'truth', was a real concern to the management and something they wanted to fix as soon as possible.

### The Solution

The company looked at three ERP solution providers, asking them to review a checklist of requirements they had drawn up for the evaluation exercise.

It quickly became a two horse race. Metaphorix was proposing a Microsoft Dynamics NAV solution and another vendor, Maxima, was proposing SAP.

At the end of the demonstration phase, Metaphorix and Maxima came out with exactly the same score. The choice was then put to the vote within Quintel.

The decision hinged on the personal preferences of the employees at Quintel. The fact that some members of staff had already used NAV was an influencing factor.

Paul had previously used Dynamics NAV at another site and knew it could offer the level of function the company required.

In addition, he knew a NAV user, also a Metaphorix customer, Form IT Solutions. Form IT who were happy to recommend Metaphorix as a potential supplier.

Steve Smith, an independent IT Consultant working for Quintel during the evaluation, had also done some work with NAV and he too was sure it could do the job.

In the end, one of the main factors in their decision was that most Quintel employees felt that Metaphorix really understood the way the company wanted to record costings and how they approached the development of products for their projects.

Both these issues were key to the running of their business and were seen by Quintel as vital to a successful implementation.

Quintel started the project with Metaphorix in September 2008, had the system installed by December 2008 and by February 2009 they were entering data.

Paul knew that any software installation at the company would not be without problems.

*"Many of the staff were unused to the rigour that a full ERP system would impose upon them. Some had quite fixed attitudes to changes in business processes and everyone was incredibly busy all the time.*

*The implementation, with the usual hiccups along the way, went very well. The Metaphorix people showed a good understanding of the business function we needed and worked hard to help our staff with any areas they found difficult or where they felt they needed more support.*

*In particular, Ian Cowan, the Metaphorix Project Manager, was excellent and the trainer, Pauline Forder, was very patient with everyone."*

### The Benefits

The company quickly realised the main benefit that they were looking for – a company-wide ERP solution gave everyone a single view of the information they needed to run the business.

All the information was centralised, saving people time searching and making the information they needed more accurate.

Another result of this integration was that staff started working more closely together, no longer operating with their own little islands of information.

Stocks are now held centrally in NAV, which means that users can view stock levels across all locations. NAV has also made it quicker to process stock transactions – moving stock, stock in & out etc.

The issues with bills-of-material and the control of manufacturing have been handled as part of the installation. Manufacturing information is now all held in one place, giving the data much-needed integrity.

To make sure that things operated better than before, Quintel formalised their procedures around the function offered by NAV.

For example, project managers would often ask for changes in production without a formal change request. The new manufacturing system meant that a change request had to be submitted, approved and accepted by everyone before being implemented.

Quintel also extended the function in NAV to their overseas operations. Using terminal services they were able to let the UK and USA look at the same NAV database, making for much closer cooperation between the different locations.

Overall, the installation has been a real success and the company are now looking to extend the use of the system into other areas to get the most from their investment.

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**