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# enterprise

 **swords** Wholesale Distribution | Issue 3

 **SANDERSON**

## Helping wholesalers trade on the web



### Introducing Swords' NEW Business Online solution

**We are all aware of the huge trend towards using the web as a channel for buying and selling, and all businesses need to take steps to ensure that they keep up with their customers who prefer to order over the Internet. The launch of our latest business online solution for Swords is designed to help wholesalers take advantage of the trend, enabling them to take orders direct via the Internet.**

Our solution can help with all areas of your web development, from initial site design to implementation. It's user definable in order to meet your exact requirements. It can also help you alert your customers to new offers quickly and cheaply.

### Improving your customer service

Round the clock service and the ability to order online both contribute to improved customer service for your customers. And integration with Swords eliminates the need to re-key orders, improving accuracy whilst allowing you to free up your staff to do other things.

### Reducing your costs

E-commerce can help reduce cost in every aspect of your business, whether in saving time in taking orders, allowing customer self service e.g. invoice reprint requests, or uploading new products automatically on to your system.

### Extensive experience

Our Business Online team have years of experience and offer a full range of services from consultancy and design to implementation, web interface links to existing systems, content management, cost-effective hosting and comprehensive training.

Jackie Taylor, Sanderson's Sales Director for Swords comments: "The implementation of our Business Online solution will provide wholesalers and cash & carries with immediate business benefits: delivering competitive advantage, cost savings and ultimately a better service to their customers".

For further details on how Business Online from Sanderson can help your business please contact us on 024 7655 5466, or email [jackie.taylor@sanderson.com](mailto:jackie.taylor@sanderson.com)

## Welcome to the latest edition of Enterprise



Just a few months into 2004 and so much has happened already. Here are just some of the highlights reflected in this edition of Enterprise.

The theme for the 2004 NISA Today's Business Conference, held at the

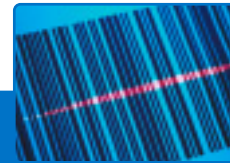
Grand Tacande Hotel, Tenerife in February, was 'Setting the Pace'. By the time the event was over I was totally convinced of its importance to our industry. Wholesalers supported by suppliers, providing 'Setting the Pace' standards of service and support will be the successful businesses of tomorrow. Specifically a strong working relationship between Sanderson and its customers will be crucial to this success.

As a member of the Federation of Wholesale Distributors (FWD), Sanderson is one of the suppliers proud to sponsor the 'My shop is your shop' campaign, designed to promote awareness of the value and service available at local 'Corner Convenience Shops'. Certainly my own experience in shopping at my recently refurbished convenience store would clearly suggest that the 'Multinationals' do not have it all their own way. I found that the popular conception of the corner shop always being more expensive for branded products is blatantly no longer true.

Business Online is without doubt the hottest topic with customers and prospects so far this year. So much so that it is the subject for our main cover feature which I hope you find of interest.

Indeed I hope you find all of this issue in some way of interest and as always I would be delighted to receive any feedback or comment.

John Fieldhouse, Director of Sanderson's Wholesale Distribution Business



## Just some of the latest Swords developments...



We are continually introducing new features to our Swords solution, in order to ensure that our customers benefit from the latest technological developments available. Some of the recent enhancements include:

### The introduction of our 'Be-first' scheme

- Increases pre-sell activity for new products, to guarantee sale of new lines to registered customers
- Allows in-stock back orders to be automatically attached to the next customer order, rather than being processed separately, therefore improving efficiencies
- Supports supplier sponsorship if they want to guarantee availability of new products in shops during TV advertising

### New Warehouse Management enhancements

- Full stock control at bulk locations
- Radio-terminal inter-location transfers
- Automated pick-face replenishment instructions

### The launch of Business Online

- As already mentioned in this newsletter, this module is available NOW
- Web services include; corporate pages, member registration, account queries, invoice and POD reprinting and online ordering.

## All IT projects have an outcome... but not all outcomes are benefits

**89% of all IT projects successfully deliver a working system on time and budget. Yet only 25% actually achieve the intended business goals. These are the findings of a recent paper, 'Unlocking Sustained Business Value from IT Investments' from Peppard & Ward, Cranfield School of Management.**

In other words, achieving technical results doesn't necessarily mean financial success. An ERP system may provide sales staff with real-time information on product availability. But this is only beneficial if the data is properly utilised so that orders increase, customer service improves and customer retention levels rise.

To be successful a shift in thinking and tactics is often required, focusing on the delivery of benefits rather than the technology itself. This means diverting attention...

FROM	TO
Technology delivery	> Benefits delivery
Expenditure proposal - a loose linkage to business needs	> Business case - integration with business drivers
IT implementation plan	> Change in management plan
Business manager as victim	> Business manager involved and in control
Large set of unfocused functionality	> IT investment which is sufficient for the job
Stakeholders 'subjected to'	> Stakeholders 'involved in'
Low level project task monitoring	> Benefits tracking
Training to use the technology	> Education in exploitation of the technology
Conducting a technology project and audit	> Reviews for learning to leverage more benefit from technological capabilities

Peppard and Ward's observations also show that a two-phase approach to implementing a solution has often been successful. Phase 1 involves a straightforward (or vanilla) implementation of standard software functionality. This provides users and management with time to truly understand the potential of the solution while allowing them to see where it is appropriate to update processes.

This paves the way for Phase 2 to take a more innovative approach, building on the knowledge and experience gained in Phase 1, while always keeping the focus on business goals rather than IT being the driver.

By taking this approach, solutions have effectively been re-implemented following what had largely been considered a 'failed' project. In almost every case, the new implementation has proved a significant (business) success.

So, if IT is failing to live up to expectations, try taking the view that gaining business benefits from complex IT solutions is a journey not a destination. Firstly, this requires shared ownership of the solution by functional management, users and the IT department. Secondly, a willingness by the business to acknowledge that IT must constantly evolve to meet the changing needs of the business itself and its customers.

If you would like a copy of the paper "Unlocking Sustained Business Value from IT Investments" please email [swords@sanderson.com](mailto:swords@sanderson.com).



# Ask the experts



## The Swords support team answer your questions.

### Q. How can I preserve important reports online without cluttering-up the print spooler (SPOOLP)?

**A.** SPOOLP was enhanced for version 3.2r to allow long-term archiving of selected reports.

When enabled, after selecting the required report (or range of reports) you will be able to use the confirm function (F10) to move the report(s) from the SPOOLP system into the Report Archive.

To recall archived reports, select program SPOOLA. This program will allow you to

create a 'shortlist' of reports from the archive by selecting program, date and operator ranges. On identification of the required archived report it can be displayed or printed as usual.

Normal access security continues to apply to the archived reports.

### Q. I need to reverse an invoice that was posted to the wrong account.

**A.** This is a fairly common scenario that normally requires a full reversing credit note and recreation of the invoice against the correct account. The situation can be complicated if promotions or prices have changed since the original invoice was raised.

The easiest way to reverse and re-invoice the offending invoice is to proceed as follows;

- Start a credit note for the original customer
- Before selecting any products, hit the tool bar (F5) and select Special Functions followed by 'Copy from historic order'
- Select the original order number and answer the questions as follows;

- i. Use original prices = Y
- ii. Enable substitutes = N
- iii. Retain text lines = Y
- iv. Retain negative lines = Y

- On confirmation the credit note should match the original order. When updated it will reinstate the stock and reverse the sales statistics
- Start an invoice for original customer
- Before selecting any products, hit the tool bar (F5) and select Special Functions followed by 'Copy from historic order'
- Select the original order number and answer the questions as before
- Hit the tool bar (F5) and select Special Functions followed by 'Change customer account code' and input the correct customer code
- On confirmation the customer code will be changed and the order will be re-priced according to the customer's terms

The entire process will take less than a couple of minutes and could save several hours of tedious work on large orders where there have been price changes.

## NISA Today's Group Conference 2004 – 'Setting the Pace'



**The 2004 NISA Today's Group Business Conference took place in Tenerife on 6th - 10th February, its message focused on the excellent trading in 2003 and the theme of the week**

**'Setting the Pace'. This important event for NISA members and indeed, the independent retail sector as a whole, gave everyone the opportunity to evaluate the market with suppliers and fellow members and help develop ideas and strategies for the future.**

The Business Programme included formal presentations, discussion group sessions and one-to-one trading meetings as well as a mixture of social events. The event gave Jackie Taylor, Sanderson's Sales

Director for Swords an opportunity to talk to both existing and potential Swords users throughout the week.

During the conference several companies talked directly of how Sanderson had helped them grow their business. On Day Two, David Reilly, Buying Director of J W Filshill, providing the views of a major delivered wholesaler, commented on the installation of their Swords solution and their ongoing relationship with Sanderson, which had revolutionised their order capture and operational controls.

# LR.Trading sharpens its IT system



*"We no longer miss sales opportunities because we know exactly what we have and where it is"*

**Operating a network of food and beverage manufacturing and distribution businesses and linking them together with powerful management IT can present a challenge. When these businesses are on separate islands the challenge is exacerbated by potential communication problems, so the need for a high standard of corporate data and the desire to continually improve customer service are imperative.**

This was the challenge faced by Channel Islands based LR.Trading when planning to improve their management information system. LR.Trading is a significant part of the £275 million turnover of the CI Traders group of companies, which also operate over 40 retail outlets,

wholesale wine & spirit merchants, pubs, restaurants, technology stores, bottling plant in France as well as the Marks & Spencer and Mango franchise in the Channel Islands.

As with most manufacturing and distribution businesses, LR.Trading operate in competitive markets. Unlike other suppliers their customer base does not readily transfer between outlets because they are on islands, but this focuses the competition even more sharply on the local market.

All LR.Trading businesses require a management system that gives them the edge on their rivals; better stock information, efficient telesales and fast sales order processing, speedy responses to customer requests and improved management-level data that helps streamline the overall running of the depots.

When examining the options the Group took the decision that a most flexible and robust system must be invested in, as it would have to be developed to meet future business demands and changing customer service needs.

"The first issue we immediately identified that needed to be addressed was for more accurate product analysis. This has already led to reduced stock holdings and enhanced sales information," explains their IT Manager, Steve England.

"A further area in which we see valuable improvements is in the introduction of hand-held scanning which has brought labour savings and efficiencies in picking and stock taking."

"Our small project team of key users spoke with many UK based distributors and wholesalers, asking for recommendations and advice. Out of the dozen or so packages available we saw six demonstrated," claims Steve England. He adds:

"We were very impressed with the flexibility of the Swords system and the staff at Sanderson were knowledgeable about our business sector, and were always available to offer help and advice. Their project management was very effective and existing Sanderson customers spoke of the company's abilities to provide a first class installation and on-going business partnership."

Now that it has a solid relationship with a long-term business partner, LR.Trading is already looking ahead to further IT related plans. These will include the introduction of the iPAQ based remote salesman system, and the recipe costing module.

The Swords system allows LR. Trading to ensure each outlet is not a separate island of information and means that its customers can benefit from improved service, wherever they may be.

SANDERSON IS A MEMBER OF THE FEDERATION OF WHOLESALERS & SUPPORTER OF THE 'MY SHOP IS YOUR SHOP' CAMPAIGN.



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