k3 business technologies

Haes Systems

Haes Systems turns to K3 to boost customer service and internal operations procedures

Haes Systems is one of UK's leading manufacturers and suppliers

Haes Systems is one of the UK's leading manufacturers and suppliers of fire alarm products. They offer their customers an integrated end-to-end solution tailored to specific fire detection and alarm system requirements. Customers are supported during every stage of a fire system's life cycle from risk assessment to product supply and installation to ongoing maintenance.

Although Haes is a very successful business, they noticed areas where improvements could be made. These changes would provide a fundamental framework to the future growth of the company. They chose to work with K3 to replace some of their IT systems to boost customer service levels and strengthen their internal operations.

Project objectives

- Align the manufacturing process, finance and sales functions through one system

- Introduce a CRM system to deliver a more customer centric way of working

- Provide their people with greater access to information and improved tools to do their job

Results

- A fully integrated system that provides greater business insights and possibilities

- Increased sales channels, customer interaction and service levels

- Highly intuitive system creating happier and more efficient staff

Project background

With customer service at the top of the agenda, Haes were looking at ways that would make things even easier for their customers. They had grand ambitions to make greater use of e-commerce but first and foremost wanted to ensure their back-end operation could support their vision. Their previous way of working involved duplication across a number of systems and didn't enable them to get an accurate picture of important business KPI's. Improvements were needed to support their development plans.

Haes Systems Requirements

One of the biggest requirements was to ensure that finance and manufacturing was aligned through one system. Haes were using Manusoft for manufacturing and Lakeview for finance. Effectively two standalone solutions. They didn't link together which meant there was no single view of the business performance, information such as stock levels had to be input twice often resulting in differences and each system had its own associated costs.

Also, sales staff didn't have access to the manufacturing system so they had no visibility of what was in-production or lead times. The introduction of one single system would streamline processes and allow Haes to work more efficiently and reduce costs by centralising maintenance and support.

Better reporting

Haes were aware that there was a lack of "standardised" reporting, particularly on the finance side. Reports were overly complicated and didn't provide the details needed. Improving reporting was a priority as they sought a true picture of the business to see what activities were most profitable, where they could be more effective and how their customer relationships could be improved.

Smarter CRM

The system needed to have a CRM offering that would manage their existing database and also integrate with a new e-commerce platform they were preparing to launch. As customer service is key, Haes were looking at ways that would make things even easier for their clients.

They needed a CRM solution sophisticated enough to manage the whole life cycle of a product. From the initial manufacture to delivery to the customer and the on-going management and maintenance of the alarm once installed.

Minimise resistance to change

Switching systems and suppliers was going to be difficult from a company cultural perspective. Staff are sometimes resistance to change which can have a detrimental effect on moral and also service levels. Haes were very open about the importance of staff buy-in. For them, the key was to choose a system that was highly intuitive and easy to use and also accompanied with thorough end user training and on going support.

Solutions delivered

⬡ ERP: Sage 200

⬡ CRM: Sage CRM

"It was essential that the solution was good technologically and also provided obvious benefits for users".

"...As soon as we saw a demo of Sage 200, we liked it. We hadn't seen another product that covered everything we wanted"

The solution

K3 took into account all that Haes wanted to achieve and what they had in place already. They showed them a tailored demonstration of Sage 200 which included both the financials and manufacturing modules and offered them everything they wanted in one system. It was clear from the demonstration that financial processes and workflow reporting would be improved and ultimately Haes would have a true picture of their business and greater insight into how to move forward and grow. The inclusion of Sage CRM would allow them to manage their data in a more effective way and also integrate into their e-commerce platform to allow two way flow of data.

A core project team was put together at Haes, led by Jeff Ivey – Managing Director. This included the Commercial Director, the Distribution Manager and also contributions from key people within each of their teams. K3 provided a dedicated Project Manager to compliment this team and everyone worked closely throughout the whole process.

"...As soon as we saw a demo of Sage 200, we liked it. We hadn't seen another product that covered everything we wanted"

During the scoping stages it became clear that getting an accurate picture of stock was going to be a prerequisite to implementation starting. As both the previous manufacturing and finance systems had conflicting numbers some internal work was carried out to ensure there was one single version of the truth. Although an arduous exercise, it proved to be very rewarding. It encouraged the project team to question their old ways of working and they developed new processes for stock management as a result.

Once implementation was complete, the focus moved to training all staff. This was approached departmentally to allow everyone to learn in a relevant way. Training stretched beyond replicating existing processes. Teams were encouraged to 'own' their data and shown how to create tailored reports. The findings could be applied to their day to day work to help prioritise workload and also influence the department with the insight gained. This approach was essential for everyone to accept the system and to understand the additional benefitsit brings to their role.

The K3 service benefits

- Get key business insight to help make critical decisions

- Help your people to make the most of a software that is simple to use

- Improve efficiency, reduce total cost of ownership and simplify regular tasks

k3 business technologies

Whether it's a relatively small step forward, or an ambitious change of direction, we will be the partner to deliver systems which meet your exact needs.

Specialising in ERP, CRM, BI and Managed Service solutions we have offices in England, Wales, Ireland and worldwide helping over 400 customers reach their goals.

The results

From an operational standpoint, Haes Systems are now able to do things that weren't possible before. Aligning manufacturing and finance, uncovered new efficiencies such as a clear indication of stock levels, new opportunities to sell and visibility of the most profitable line items.

A manufacturing specialist from K3 was sent on site to help those that had interaction with the new manufacturing module within Sage 200. He not only provided instruction on how to use the system but also used his experience to make suggestions on new proccesses. As a result, staff were instantly able to use Sage 200 to work more efficiently. One member of the finance team was able to reduce her hours because Sage 200 made her job so much quicker.

The introduction of CRM made the vision of a fully automated e-commerce platform a reality. This meant that Haes can offer more online access to customers and also greatly improve their customer experience.

There was an immediate cost saving as a result of bringing everything together under one system. Support, maintenance and resource fees were reduced saving a considerable amount of time and money.

Talk to us about

- ERP
- CRM
- Business intelligence
- Managed services
- Business Apps
- Additional Modules to enhance your ERP

"...The training provided by K3 was great for our guys because there was a lot of hand holding and they answered every question."

K3. Experience Applied