

Retail Industry

Company Background

12 branch mobility shops with a head office and warehouse in Rotherham and retail branches throughout Yorkshire

Geographical Area

Yorkshire

System

Mamut Enterprise

Total employees

30 employees

Total users

12 users

Why the company chose Mamut

- Mamut has all the functions of more expensive solutions but is very competitively priced
- Mamut has the marketing functions to grow the business
- Mamut provides all the information needed to manage a multi site business

Benefits gained from Mamut Enterprise

- increased sales
- improved customer service and response times
- accurate and improved stock availability information across branches

Installation

Q1 2006

Chain of Yorkshire based mobility shops computerises entirely manual systems

PARKGATE GROUP



Parkgate Mobility is an expanding 12 branch mobility shop with a head office and warehouse in Rotherham and retail branches throughout Yorkshire.

The reasons for implementing software

Prior to implementing the Mamut software solution Parkgate operated an entirely manual system. Parkgate's owner, Steve Holland, felt that he was no longer in control of his business. He didn't have the information he needed to make decisions and there was no information on stock availability across branches.

In addition, the administration and accounting was very inefficient with a considerable amount of time being spent writing and re-writing information for the different departments of the business.

The solution

After looking at a number of mid-range systems Steve chose Mamut Enterprise, a fully integrated software solution. Mamut uses one database on a central server in head office with the branches and central warehouse all connecting in to the server over the internet. The software runs across every aspect of the business including sales, stock control, purchasing, servicing, marketing and accounting.

The benefits of the new software solution

Linking together the warehouse and all the branches so that all of the staff use a single database saves a considerable amount of time and the processes are significantly more efficient. This has saved time and also improved customer service.

Just as importantly the system provides Steve and his team with the information they need to run their business. They now have up to date branch performance information which is available at any time and can search across the business to check stock availability. This has helped to reduce the working capital tied up in stock.

Using the system has allowed Parkgate to “free up” enough time to carry out the marketing activities which they never had time to do before. Mail shots have been sent out for the first time and they are already bringing increased business.

As Steve Holland says, “all businesses know they need to be prospecting for new business and talking to their existing customers on a regular basis but we also know that we get so busy “doing the business” that we don’t have enough time to do the prospecting and marketing we should do. The Mamut software has saved us a lot of time and we are now able to spend the time selling more with the same level of overheads.”

Summary

Steve Holland, Parkgate’s owner sums up the benefits by saying “I am now back in control of my business just like it was when I only had one branch and I knew everything that was happening.

I now have daily knowledge of the performance of each branch. In addition we now know what each customer buys and this is helping us to sell more and make more money.

The Mamut solution provided was extremely good value for money. The training and implementation was excellent and I would recommend it to anybody.”

The logo for IAAITC Member Firm features a stylized graphic of a rainbow-colored bar with a grid of small squares above it, transitioning from red on the left to blue on the right. Below the graphic, the letters "IAAITC" are written in a large, bold, sans-serif font, and the words "MEMBER FIRM" are written in a smaller, bold, sans-serif font below that.

This Mamut installation was supplied and implemented by an IAAITC Member Firm .

The IAAITC (International Association of Accountants Innovation & Technology Consultants) is a network of independent accountancy firms throughout the UK.

If you would like more information about how the Mamut product range could help improve your business, or more general independent IT advice then please contact the IAAITC for details of your nearest IAAITC Member Firm.

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