

Alphameric Solutions Client Case Study



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Tilly Carefoot
General Manager
Singleton's Dairy.



From Chalk to Cheese

Singleton's Dairy was officially established as a limited company in 1934 producing 3 cheeses a week. Today, Singleton's produces over 2000 tons of cheese a year, employs 60 staff and exports 50% of its cheese production abroad to countries as far reaching as Lebanon, Australia, Bangladesh and the USA as well as to most of the EU.

Four years ago Singleton's used Sage Line 100 for processing its accounts, but as the business expanded Tilly Carefoot – granddaughter of the founder of Singleton's Dairy, now responsible for managing day-to-day operations – realised that this system wasn't capable of supporting key elements of their business.

High Wastage Equals High Loss

"At any one time we could have £1 million of stock maturing," explained Tilly. "Manually managing the rotation of individual units led to high wastage and high losses. For instance, our speciality is mature Lancashire cheese, which takes 12 months to develop and we were laying down cheese with incomplete knowledge of what age profile we already held in stock. Sage Line 100 covered our basic accounting requirements but we realised we needed a solution that could support fundamental tasks such as stock management and traceability."



After 14 months of research, Singleton's selected Alphameric to implement Microsoft Dynamics NAV as the platform for their business.

Getting To Know The Business

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CONTACT US

Alphameric Solutions Ltd

Friary House
Station Road
Godalming
GU7 1EX

Tel: 01483 425505
Email: solutions@alphameric.com
Web: www.dynamicsforhospitality.com

industry. We originally set aside six months to a year to switch over to the new system but it was a lot smoother than I expected; one day we were using Sage Line 100 and the next day we were using Dynamics NAV," commented Tilly.

Full Traceability

Singleton's produces over 600 products, distributes 50% of its production globally and its UK customers include Morrisons, Sainsburys and Tesco. In order to trade within these markets full traceability from finished product back to raw material is a necessity.

Before Dynamics NAV, Singleton's simply did not have the resources to meet this critical requirement. With regular tests in place Tilly is now able to identify all customers that have purchased a specific batch of cheese even though it may have been packed into fifteen different products. "Supermarkets now insist on traceability and Dynamics NAV provides this crucial requirement. It's absolutely essential," added Tilly.

Singleton's is also benefiting from the reporting capabilities of Dynamics NAV. With Sage only providing a bottom line turnover figure, producing reports and analysis was a time consuming and laborious process which diverted staff away from proactive sales activities.

Fabulous

Tilly explains "Often it would take two staff two weeks manually reviewing invoices to produce the business critical information Singleton's needed and then it was still unreliable.

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As with any company, longstanding employees sometimes don't readily accept change and Tilly was initially apprehensive as to how easily they would adapt to the system but Singleton's 60 employees have embraced Dynamics NAV as an easy to use, intuitive system.

Chief Warehouseman Colin Wells has been with Singleton's for 30 years and was initially a reluctant user but he recently confided to Tilly that Dynamics NAV has been the best thing to have happened to his job. "That for me makes it all worthwhile" added Tilly.

A Lot Of Businesses Would Benefit

Tilly concludes: "Being a cheese manufacturer, initially I saw more value in a stainless steel vat than a new computer system which was, of course, a huge mistake. I'm now really pleased we made the investment and I do feel that Dynamics NAV has paid for itself in terms of office staff alone. If we were still having to produce reports manually I would have had to recruit an additional four staff to cover exporting and the various other jobs. I really feel that there are a lot of businesses out there who would benefit from this type of system."