



“Orbis TaskCentre® has proven to be a powerful tool in reducing waste and increasing employee productivity. Now we have true automation, it’s difficult to remember why we persisted with the manual approach for so long.” **Jonathan Hinchliffe, IT Manager for CB Imports Plc.**

Pegasus

TaskCentre®

The UK’s leading Business Process Management Solution

► **Company**

CB Imports Plc

► **Industry**

Importer, distributor and wholesaler.

► **Geographies**

United Kingdom

Business Requirements

- ⇒ To automate the company’s report writing function so that information would be constructed and distributed to key procurement officers without human intervention.

Solution Deployment

- ⇒ The extraction, formatting and distribution of stock control information from the company’s Pegasus and Crystal systems
- ⇒ The addition of real-time automation and alerting functionality to the company’s credit-control process.
- ⇒ The automation of the company’s stock control system and reporting protocol.

Business Benefits Delivered

- ⇒ Reduction in operational cost through the automation of employee activities.
- ⇒ An automated credit control system that has had a significant impact on the company’s sales ledger and cash flow levels.
- ⇒ Real-time connectivity between company branches and departments which has resulted in better decision-making.

Case Study: CB Imports Plc

AUTOMATING BUSINESS PROCESSES

TaskCentre

Orbis Software (UK)

With 300 employees and offices in Leeds, Manchester, Birmingham and Glasgow, CB Imports Plc is a leading importer, distributor and wholesaler of Artificial Flowers, Ceramics, Glassware, Giftware and Home Décor.

CB Imports Plc operates within the extremely competitive product-distribution business and therefore inefficiencies in stock control, movement of products and pricing always has a seriously detrimental effect on company profitability. As a symptom of this environment, companies such as CB Imports Plc invest considerable resources in monitoring and reporting of critical business information. Unfortunately, this activity also absorbs valuable management and employee time.

In light of the above, CB Imports' aim was to place itself in a position where critical monitoring and reporting of business information could be achieved without the need for valuable human resources from the IT department being tied up.

Orbis TaskCentre® delivers the commercial benefits of real-time stock control.

The management of stock for companies based within importation, distribution and wholesale is extremely resource intensive, with multiple departments and employees often spending many hours ensuring a smooth operation.

With the company experiencing solid year-on-year growth the demands being placed on the IT department report writer was proving to be a

strain on this valuable resource. Indeed, just one missed report and subsequent poor decisions could have resulted in the company carrying unnecessary stock or not having sufficient supplies to satisfy demand. This was a risk CB Imports Plc was unwilling to take.

Through the implementation of TaskCentre®, CB Imports Plc has dramatically reduced the time spent by the IT department report writer compiling basic operational reports to focus on more mission critical reporting and analysis functions. Jonathan Hinchliffe, IT Manager for CB Imports, explained, "All our commercial buyers are completely dependent on having the right information to maximise profits or to ensure that unnecessary overheads are not accumulated." He added, "Orbis TaskCentre® ensures that this is always the case and that all our buyers benefit from real-time information on stock levels, via sms and e-mail. The efficiency of our procurement function has increased noticeably."

The movement from human-dependent report generation and distribution to intelligent automation has also meant that the company's report writer, Mary Hullah, is now free to concentrate on identifying new business development opportunities.

This is something that Jonathan pointed out, "In any sector, you employ people to develop the business, however, most employees are often forced to take on 'administrative' duties, regardless of company position. With this solution, our staff are free to get on

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with more important activities that they were initially employed to do.”

The significant impact Orbis TaskCentre® had on the sales ledger of CB Imports Plc.

An efficient credit control system can make a significant contribution towards the competitiveness of a company yet, ironically, the company credit control system is also the most susceptible to human limitations. Indeed, with most companies still using employees to operate their accounting package the credit control process is still often slow and prone to human error.

CB Imports Plc, decided to use the automation qualities of Orbis TaskCentre® to monitor its sales ledger to identify when a client was approaching or was going over its credit limit. The success of this automated task was highlighted by Jonathan, “We set up a simple automated task to monitor our sales ledger as we’re always looking for innovative ways to increase efficiency and reduce the administrative burden on our employees. Now, key members of staff receive e-mails when credit limits are approached or breached. The impact on our sales ledger has been extremely impressive.”

Orbis TaskCentre® delivers true connectivity for the branches of CB Imports Plc.

In addition to the above, CB Imports Plc also benefits from greater inter-branch communication. Each day individual branches are e-mailed with current stock re-order forms making

the flow of stock between branches far more efficient than was previously the case.

With the commercial growth of a given company comes the responsibility of providing its staff with all the information to do their job effectively. Of course, with companies who operate from multiple sites this usually transcends into numerous reports being produced and subsequent meetings dominating the working day of key individuals. Although this is a common problem faced by all companies very few actually take the time to take stock of the working hours and associated costs lost through bureaucratic activities. However, Jonathan and his colleagues were eager to address these issues and increase company productivity. “Through the real-time automation of our Pegasus and Crystal reporting systems we now have the fluidity of information that is not always present within companies operating from multiple sites. The savings in lost employee hours has certainly been evident from the minute Orbis TaskCentre® was deployed.” He added, “Its also pleasing to note that Orbis TaskCentre® continues to deliver an ROI which is very hard for other software solutions to achieve.”

Jonathan Hinchliffe believes that TaskCentre® has made a substantial difference to the efficiency and competitiveness of the company and ended with “ TaskCentre® has proven to be a powerful tool in reducing waste and increasing employee productivity. Now we have true automation, it’s difficult to remember why we persisted with the manual approach for so long.”