

Bob Martin



Bob Martin is the UK's leading brand name for pet healthcare. Founded in 1892 the company became world famous for its conditioning powders for dogs. Since then their scientists and pet experts have developed a range of products to meet all pet's health and hygiene needs. Thanks to investment in expertise and constant innovation Bob Martin is committed to ensuring that the most effective products and advice are available to everyone.

Bob Martin has approximately 140 employees. Their head office and main production site is based in Yatton, south of Bristol, in addition they have another production site on Cardiff Docks and, as evidence of their growing business in Europe, there is also an office in Rotterdam.

In 1999 Bob Martin implemented the Impact Encore ERP system from McGuffie Brunton and several years on they were assessing whether they had realised all the potential benefits from the system and whether it was still appropriate for their business needs. This assessment was especially necessary as they were being encouraged to upgrade to a new product, SysPro6, and facing the prospect of reduced support for Encore.

Realising that Bob Martin would benefit from some external advice, Chris Brown, Bob Martin's IT Manager, selected CCL to assist with a Post Implementation Audit which would: assess the effectiveness and pertinence of the current implementation; review existing business practices and processes and make recommendations on the route forward. He commented "CCL's total independence from the Software Supply market meant that I had every confidence that their

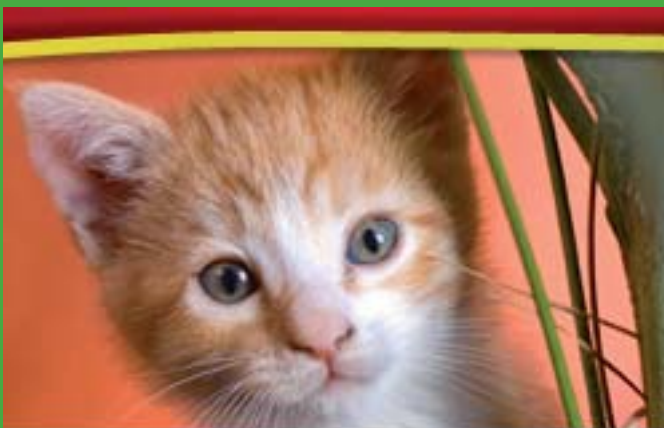


advice would not lead me down any pre-conceived route."

Chris describes the whole project as being "pretty painless! CCL's consultant, Robert McWha, was very personable and staff felt comfortable talking to him. The CCL methodology, whilst being thorough and detailed, left no one feeling challenged or intimidated."

The outcome of the Post Implementation Audit showed that there was a valid business need for the upgrade and that the product being suggested was a good match for Bob Martin's requirements. To assist with the upgrade CCL produced a 'Road Map' which clearly identified tasks and responsibilities as well as a number of best business practices, which could be implemented in preparation for implementation.

Chris commented that in following the CCL 'Road Map' he has felt more confident in being pro-active with the software suppliers and at present they are working with SysPro6 in a live environment. He is planning to involve CCL in assisting with implementation and roll-out process to ensure that Bob Martin achieves maximum business benefit from the upgrade.



CCL (Computer Consultants) Ltd

Payton House, Packwood Court, Guild Street, Stratford-upon-Avon, Warwickshire, CV37 6RP

T: 01789 261200 F: 01789 262525 E: ccl@cclnet.co.uk

www.cclnet.co.uk



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