

Truebell plc

Truebell plc is a well-established promotions company dealing mainly with innovative household and functional consumer products. At its offices in Wimbledon, London and Helsinki in Finland, the company produces promotional literature and advertisements for its manufacturer clientele. These are then placed in national newspapers, and consumer/business-to/business mail order catalogues.

Through its additional logistics (importing, storage and delivery), order capture (telephone, coupon, e-retail and EDI), payment handling and data hosting services, Truebell is able to provide a comprehensive marketing and order process service to manufacturers worldwide. It can also ensure all product specifications and packaging are fully compliant with all relevant legislation.

Business Challenge

Truebell plc decided to source a new IT system that was very user friendly for entering orders, managing payment, allocating stock and managing returns issues – all whilst the customer was on the phone. In addition, the company required a system that provided good stock visibility across all the locations from the Far East to Scandinavia to the London Head Office and Grantham distribution centre.

The desire for greater internal and enterprise-wide software integration, together with the need for greater logistics and inventory functionality, prompted the company to look for an IT solution that could provide such functionality.

Truebell General Manager, Nick Hurst, elaborated on the company's core requirements: "We realised that in order to offer the most dynamic and flexible service we possibly could, we needed to source a software solution that could integrate all our business elements in the UK, with enough flexibility to allow us to absorb new opportunities, without major re-investment. We needed a common system over the whole company, one that also allowed each division to work in their own individual ways while all feeding common financial control

modules. We also realised the importance of being able to integrate more with our clients' planning and information systems in order to develop business relations further.

"The need for change was compounded by the news that technical support for the company's existing software package would soon be withdrawn."

Reasons for Selecting **Microsoft® Dynamics NAV™** and Reseller **TVision**

Truebell considered around 20 software options. These included everything from 'mail order' specific systems to general business management solutions. Hurst outlined the review process: "We invited several vendors to give presentations, and we also visited three trade fairs."

The problem was that the diverse nature of Truebell's business and the rapid growth made it difficult to find a solution that could meet all of the requirements.



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Nick Hurst, Truebell General Manager

“Microsoft Dynamics NAV (formerly known as NAV Attain) was then short listed together with two other packages. TVision staff convinced us that their understanding of the key issues, together with their after-sales offer, were superior to the other contenders. They also seemed more ‘human’ about the whole exercise. We liked the people at TVision and respected their backgrounds.

“TVision also met the challenge of persuading our wider team to ‘buy into’ Microsoft Dynamics NAV as being the solution that could comfortably meet our requirements. Although the initial brief was for the UK only, we liked Microsoft Dynamics NAV so much we persuaded the Scandinavian division to implement it as well.”

Hurst explained the rationale behind its choice of software solution: “In Microsoft Dynamics NAV we found not only a powerful operational management tool but also one that would enable us to easily integrate with our clients’ systems and those of our service providers. This is mainly achieved through web-access links. The other key advantage is that Microsoft Dynamics NAV is flexible enough to accommodate changes in IT and business strategy as and when new opportunities arise.”

Microsoft Dynamics NAV will allow both divisions (UK and Scandinavia) to work independently, but with common accounting and finance links. “This will allow us to trade in the appropriate languages and tax laws of different countries, and for our staff in China to access files more easily,” said Hurst.

“Another major advantage is that telesales, as well as traditional order entry, can be fully integrated with logistics and the financial back office facilities. We intend to allow some clients direct access to certain files so they can update their records, plan their demands and even place orders. And the critical inventory controls (planning, buying, import, warehouse handling, accounting consequences) will give more visibility to control capital employed and human resources.”

With Microsoft Dynamics NAV, export and data import facilities will allow Truebell to become closer to its business partners. In addition, it will provide the company with more visibility concerning the consequences of decision-making, and the ability to set up warnings and disallow inappropriate activities. Microsoft Dynamics NAV will automate processes such as report writing, and the collection of data to meet regulatory requirements. It will also produce auto-reports for Truebell’s client accounts and performance controls.

Other benefits will include the ability to amend and extend information collected and compiled at low cost, and aid Truebell as it grows its business generically and through the addition of new sectors, without fuss. Once Microsoft Dynamics NAV goes live, it will facilitate more efficient use of personnel, capital and inventory to deliver enhanced Customer Relationship Management for Truebell’s clients and a better bottom line for its investors.

Importantly, not only has Truebell gained a tool capable of meeting technology / business strategy visions, in TVision also a partner capable of ensuring that technology is correctly implemented to deliver business benefit.

The Future

Truebell and TVision are currently at the scoping stage, and expect implementation to be complete by the end of January 2003. Following this, anticipated next phases include rolling out to the Scandinavia operation, linking in tools such as bar-code readers, and streamlining Truebell’s warehouse operation.

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Nick Hurst, Truebell General Manager

For more detailed information on how the Truebell project was managed and delivered, or for more information on how TVision can support your own project, please feel free to contact Sales on 01932 242001

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