

Kingspan Environmental & Renewables Ltd manufacture a wide range of sustainable products for construction, commercial and domestic markets. They have a particular focus on environmental and renewable energy solutions, making solar tubes for water heating, for example. They work out of 30 locations, mainly in the UK and Ireland, with sales and manufacturing operations in mainland Europe. Around 1,100 people work for the company which has a turnover of around £160 million.



Their challenge

Kingspan had expanded rapidly, picking up a number of acquisitions and trebling in size over eight years. With staff based in a number of different locations with different working practices and procedures, bringing all that information together into one cohesive system was a big challenge. Individual sales people had their own customer information and email communication between different departments wasn't very efficient. Kingspan wanted to give their sales team the power to promote new products, drive service calls and market to their customers more effectively.

Our solution

For such a large project, Kingspan chose Pinnacle as their Sage

Business Partner to help support and manage the roll out of Sage Line 500 across their business. Customised to suit their needs, they now use it to manage their finances, distribution and manufacturing networks.

Richard Gray, IT Manager, explains: "The system supports everything we do, from sales order entry to MRP for production planning, to inventory and purchasing."

He also notes how using one single Sage solution has helped them integrate newly acquired companies quickly:

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Richard Gray, IT Manager, Kingspan Environmental & Renewables Ltd.

We have a broad range of some 20 modules available to us which cover all the bases, so we can select and implement those needed by the particular business. We haven't encountered anything yet which Sage can't handle."

Even more customer focus

Developing good relationships with their customers and keeping the sales pipeline healthy are key to Kingspan's business, so they also benefit for using a professional CRM system in Sage SalesLogix. This helps them manage their marketing activity, customer contact details and sales and to share it between sales teams and office-based support staff to create a single source of up-to-date customer information.

Members of the sales team can also access the same data on the road via their BlackBerry® devices and collect leads which they pass on to the office-based team who send out the appropriate brochures and information. It's a two way relationship as office-based staff can also update sales teams when

prospects get in touch via the company website or by email.

The future

With the help of their Sage Business Partner, Kingspan continue to make the most of their software to give them one view of their business and to help them plan for the future. As Richard Gray explains: "It has worked consistently well over a long period. We have professional dedicated support from Pinnacle. They have the experience to manage implementations effectively and ensure our systems evolve as our business needs change."



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