



Case Study



SPS, a supplier of promotional merchandise, has streamlined its processes and become more profitable, with Dynamics

Background

SPS is a trade-only supplier of promotional merchandise, in UK and Europe. Established in 1990, the business is organised into two areas: massive production of plastic promotional items, through injection-moulding; as well as a creative sourcing team, who search the globe for new products.

Challenges

Previously, SPS used the Pegasus Opera system and was the biggest Pegasus user, in the UK. SPS management found it far from efficient - creaking under the weight of the company's new success. As SPS grew it became clear to the senior team, their existing system was simply unable to keep up and wouldn't be able to deliver efficiency and productivity savings - required to sustain their growth targets and profitability.



Implementation

In June 2014, Azzure IT presented to SPS how Microsoft is the leading end-to-end business solution, supported by quality implementation partners, such as Azzure IT. We demonstrated how this enables Microsoft to deliver the best solution combined with specific industry expertise. To support SPS's, growth without the worry of system limitations, Azzure IT implemented Microsoft Dynamics NAV including their 'Product Configurator' IP add-on - which empowers multiple products variations to be processed easily.

Benefits

"By using Dynamics NAV, SPS has acquired two new businesses and integrated these acquisitions onto a single platform. This has facilitated a turnover increase, in 2014, of £18m to a forecast, for 2017, of £27m", said Sharon Brownley, Financial Director, SPS.

"By using 'Product Configurator' we've reduced waste significantly. The add-on has allowed the business to get information into the system 'right first time' and onto the production floor, accurately. A combination of 'Product Configurator' along with standard Dynamics NAV functionality has reduced direct labour costs to the tune of £500,000 per annum", added Sharon.