

Sage 200 Case Study: Inside2Outside

Founded in 1991, Inside2Outside is a leading manufacturer of outdoor canopies and the only canopy manufacturer concentrating entirely on the education sector. Despite having a Business Management solution in place, Inside2Outside needed a supplier who was capable of understanding and facilitating their needs. Inside2Outside chose Concentrix.

Background

As a leading manufacturer of outdoor canopies specialising in the education sector, child safety is at the heart of everything Inside2Outside does. Their Pocca Range has been specifically developed for schools. Their canopies have been designed to enable children to play and learn outside without getting wet or sunburnt. Unlike most other canopies, those from Inside2Outside are translucent; they offer 100% protection against harmful UV rays and provide shade at the same time as allowing plenty of light through. What's more, Inside2Outside will not try to shoe-horn your requirements into a specific product as the majority of products sold are bespoke solutions.

Because of their focus on the education sector, all Inside2Outside's installers are Criminal Records Bureau (CRB) checked to ensure that they are suitable to work within the same vicinity as children.

Although Inside2Outside already had a solution in place, there was a whole raft of problems associated with the way it had been deployed. For example, the workflow was too long, rendering it ineffective. In addition, there were problems with data integrity and due to the poor configuration of the system there was also duplication.

The need to improve the Solution

Prior to contacting Concentrix, Inside2Outside had been dealing with another supplier who had put a solution in place. However, although in essence the solution was more than capable of meeting Inside2Outside's needs, neither the solution nor the provider were performing in the way promised. Subsequently the relationship between their original supplier and Inside2Outside began to deteriorate.

Inside2Outside were concerned about the way in which things were being done. A specific concern was the duplication of effort within the system. There were many records for each customer, each of which had information recorded in a slightly different way. This led to inefficiencies within the company, and increased the likelihood of error which ultimately resulted in reporting problems. The amalgamation of these issues gave a substantial cause for concern and was the source of numerous problems within the organisation.

Vanessa Reed, Sales Manager at Inside2Outside commented, "Although we had a solution in place, it had numerous bugs and



Using Sage 200 has enabled Inside2Outside to:

- » *Significantly reduce duplication of effort through a single, centralised system.*
- » *Provide employees with a complete overview of customers*
- » *Improve efficiency, effectiveness and profitability*
- » *Improve management information*
- » *Facilitate better customer service*
- » *Streamline business processes*

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problems associated with it and this was a major worry. We needed to improve the solution and more importantly work with a supplier who recognised our needs and were able to act upon them."

Inside2Outside began the search for a new software provider and were recommended Concentrix by another Sage business partner. Concentrix was chosen as the preferred supplier as their professional approach gave Inside2Outside the confidence that they would improve the system to fully meet their requirements. Another factor which ultimately contributed to their decision was the ability Concentrix demonstrated in understanding and interpreting their needs.

The Solution

Sage 200 had been previously implemented and, Concentrix decided that this was still the best fit solution for Inside2Outside. Sage 200 is ideal for organisations that need a solution which can be customised to fit their exact business requirements and integrates across departments and sites. Sage 200 is also perfect for bringing business processes together and this was particularly important for Inside2Outside as they have field sales people who need to be able to access the system.

Information management is all about making information within the solution available to users within their day-to-day roles and this was critical for Inside2Outside. The workspaces and reporting facilities within Sage 200 in particular helped facilitate this.

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Concentrix was able to quickly and effectively fix the problems which previously existed including:

- » Accounts and CRM not being linked
- » Bugs in the CRM system
- » Duplication of effort and content
- » Data integrity problems.

Outcomes

The Sage 200 suite redeployed by Concentrix has significantly improved the efficiency and effectiveness of the organisation as it has reduced duplication of effort. In addition it has facilitated a unified view of customers and ultimately it has enabled the field sales people to work more efficiently as it has given them remote access to the system. They can logon to the system no matter where they are in the world providing they have an internet connection. Remote access also fits in with the company's commitment to reducing their environmental footprint as it reduces the need for staff to travel up and down the country to access information. This, coupled with the fact that from May 2009 for every canopy sold Inside2Outside will make a donation to the Orangutan Foundation, will enable them to at least make a start at off-setting the impact which they have on the environment.

The Future

Sage 200 has enabled Inside2Outside's employees to access concise and accurate information, giving them a complete view of their customers. All staff now have access to the same information which means that time previously spent re-



entering data is saved and accuracy is improved enabling Inside2Outside to fulfil their customers requirements quickly, professionally and most importantly profitably.

Inside2Outside currently has 20 users on their system but this number is likely to grow and develop in line with the company.

The solution redeployed by Concentrix has satisfied the original requirements which Inside2Outside had and gives them the ability to continue to build on their lead within their sector.

