

## Fastener and Fixings Case Study: T.I. Midwood & Co.

### TIMco optimise efficiency with prof.ITplus

Established in 1972, T.I. Midwood & Co are one of the largest importers of fasteners, fixings and power tool accessories into the UK. Based in Cheshire, TIMco are a family run business supplying a wide range of products to a number of stockists and distributors throughout the UK and Ireland.

TIMco's 4000m<sup>2</sup> warehousing facility is home to a vast stockholding of over one and a half billion screws, making TIMco one of the leading players in the fastener and fixing industry.

TIMco's success has been built on providing a fast and reliable service to their customers whilst ensuring full product availability. An in-house Technical Support Team provides an additional service to customers offering free advice on product selection and installation, as well as providing on-site testing and technical training.

#### TIMco's old system

As their business expanded, TIMco's previous software package was unable to efficiently manage their increasing product range and growing customer base. As sales grew and orders became more frequent, it became clear that the limited functionality of the stock control features were causing operational bottlenecks and visibility of customer and product information was poor. Administration staff were regularly involved in lengthy reporting procedures and time was often wasted searching for specific information on a product or customer.

TIMco's growing supplier base meant that price changes were frequent and they were unable to update their old system quickly enough to reflect these. Warehouse staff were plagued with picking notes being sequenced in entry order rather than bin location and fulfillment processes were therefore inefficient as a result. Administration staff were also frustrated with having to enter the same information more than once when processing an order.

Overall, TIMco's old system was time-consuming and inefficient. TIMco needed a sophisticated software package which would help optimise their efficiency, streamline processes and ultimately maximise profits.

#### What did TIMco need from their new software solution?

With their vast product stockholding and overseas supplier portfolio, TIMco needed a system that could streamline their entire stock management process and improve the visibility of warehouse operations. Quick and efficient order processing was also a high priority along with an integrated CRM package to effectively manage their growing customer base and a comprehensive eCommerce solution to provide an effective online-ordering facility for their customers.

To help TIMco maintain excellent service levels, the system had to be flexible enough to cope with product price changes, promotions and bundled products as well as provide full batch traceability and



sophisticated reporting features. Instant access to customer and product information was also needed to ensure sales staff could close sales on the spot.

TIMco were ultimately looking for a software partner that could understand the needs of their business and work with them in effectively achieving their goals.

#### Why TIMco selected OGL's prof.ITplus as their software solution

After careful consideration of the marketplace, the prof.ITplus software solution from OGL was exactly what TIMco were looking for. Its easy to use Windows format presented an array of information on order history, stock levels, profitability and overheads on clear screen displays.

As price changes were frequent from their manufacturers in the Far East, prof.ITplus could easily process price amendments in a fraction of the time compared to their previous system. The flexible reporting features would also automate a variety of manual procedures and fulfillment processes within the warehouse would be completed much more effectively with picking notes sequenced by bin location.

The optional additions to the software would also provide TIMco with added benefits: the integrated Works Order Processing module would allow TIMco to easily process kit assemblies as well as cater for complicated multi-level bills and outwork; the Customer Relationship Management module would enable TIMco to manage their growing customer base more effectively whilst targeting potential customers through proactive sales and marketing activities; the fully integrated eShop module also fulfilled another part of the wish list, as it would enable orders and transactions to be processed online via the TIMco web site, whilst automatically updating sales ledgers, stock information and customer details within prof.ITplus without any user intervention.

OGL's in-depth understanding of the fastener and fixing industry meant that prof.ITplus could deliver everything TIMco needed to run their business more efficiently.

*"prof.ITplus has enabled us to increase our operational efficiency by 10%."*

*Simon Midwood  
T.I. Midwood & Co.*



## The benefits to TIMco of using prof.ITplus and OGL

Simon Midwood, Sales and Marketing Director for TIMco explains ...

"The initial investment in prof.ITplus has more than paid for itself:

- Enhanced stock control features have enabled us to maintain optimum stock levels and ensure full product availability for our customers
- Faster order processing improves productivity and frees up staff to complete other tasks
- Instant access to customer and product information with comprehensive search functions means staff can close sales instantly without having to phone the customer back
- Document attachments such as technical specifications can be emailed or faxed directly to our customers and suppliers so no time is wasted through routine paperwork
- Flexible reporting features help us gain a better insight into our business
- OGL provided comprehensive on-site training and ensured a smooth transition from our old system. The prof.ITplus support team continue to provide invaluable support and are always on hand to help."

"Our vast product stockholding of over one and a half billion screws means that accurate stock control is of paramount importance. prof.ITplus provides clear stock visibility with excellent reporting functions. Our staff are able to find critical information on stock availability, order history and customer pricing at the touch of a button."

"prof.ITplus has enabled us to increase our operational efficiency by 10%. We've been able to simplify many operational processes and lengthy administration tasks can now be completed in a fraction of the time."

"Staff have more time to focus on the needs of our customers and their knowledge of our products has also increased due to the additional information we are now able to store against each item."

"With a sophisticated Customer Relationship Management solution high on our agenda, the prof.ITplus CRM module enables us to proactively service the needs of our existing customers whilst providing the means to attract new customers through targeted sales and marketing activities. By having all our customer information in one place, we are able to gain a deeper insight into our marketplace."

"The new eShop facility has also provided us with an additional platform to sell and market our products online as well as provide a more convenient service for our customers. The seamless integration with prof.ITplus eliminates the need to maintain a separate database and makes it a valuable business tool."

"With the rapid growth of our business, it was essential for us to find a software package that could cope with the demands of our ever expanding customer base and supplier portfolio. We've certainly appreciated the flexibility of the OGL development team, who have worked with us to build a solution that fits the needs of our business perfectly. Backed up by a proactive support team that provides added value to the investment, OGL's prof.ITplus was definitely the right software choice for us."

"We look forward to a long term relationship with OGL and would not hesitate to recommend prof.ITplus to others."

For more information on OGL's prof.ITplus software please contact the System Sales Team today on 01299 873873 or visit [www.ogl.co.uk](http://www.ogl.co.uk)

More information on TIMco can be found at [www.timcouk.com](http://www.timcouk.com)

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