



About Nobisco Limited

Nobisco was formed in 1985 (as Morrison Marketing Ltd) as a single source supplier to a number of large blue chip companies. Originally operating from a small rented office with just two members of staff, all deliveries were by a single van and invoicing was done using a typewriter.

The company was renamed Nobisco Limited in 1990 and this coincided with the introduction of a wider range of stock products with a focus on catering, hygiene, janitorial, packaging and safety disposables.

Nobisco has strived for continual improvement and gained IIP, ISO 9001 and 14001, and is currently working towards 18001. Nobisco now employs 30 staff and has a fleet of ten delivery vehicles.

Case Study: Nobisco and OGL's partnership still going strong after almost two decades...

OGL's association with Nobisco began almost 20 years ago, as one of OGL's Sales Representatives chanced upon Nobisco's office to introduce themselves and drop off some literature.

Back then the Birmingham-based, single source supplier were using 'Sage Financial Controller', but they quickly began to outgrow the basic product. "The software had too many limitations including being unable to store special customer prices and the fact that it wasn't able to be installed on a network caused further issue," says Nobisco's Managing Director, Andrew Morrison.

"We considered staying with Sage and upgrading to the next product in the range which at the time was Sage Sovereign. But, poor levels of customer support forced us

to consider alternatives and a comparison with OGL showed them to offer better short and long term value, significantly more functionality and, just as importantly, excellent customer support."

"In many respects we don't need to worry too much about using the software because it just works! This allows us to get on with running the company."

"We selected OGL on the basis of the quality of their product and the ethos of OGL itself. The pricing structure was reasonable and from meeting staff at OGL we were in no doubt as to the level of training and support we would receive and the fact that the software would be continually developed was also a major contributing factor; OGL have not disappointed us and we have

now been a customer for almost 20 years," continued Andrew.

Nobisco use OGL for all their IT requirements, both hardware and software. "Working with OGL has given us a single point of contact for all IT matters. The high quality of training and support allows us to fully utilise the product."

prof.ITplus is a complete business management software suite that brings together a company's supply chain, stock management and distribution processes as well as providing vital business analysis tools to help them better understand their customers and identify new sales opportunities.

prof.ITplus is at the core of all aspects of Nobisco's business, from sales to purchasing



Case Study



and accounts to stock management. "All aspects of the OGL software are critical because they all contribute to the smooth running of our company and ultimately to customer satisfaction. If any one area of the software was weak then all aspects of our business would suffer – there would be a knock on effect," commented Andrew.

Designed specifically for the stockist, distributor and wholesale markets, OGL has been working in partnership with businesses to continually develop the prof.ITplus software suite for almost 40 years in order to:

- ✔ Increase the speed and efficiency of business processes
- ✔ Improve profit margins
- ✔ Boost sales capability
- ✔ Enhance the effectiveness of a company's workforce
- ✔ Optimise stock management
- ✔ Reduce overhead costs.

prof.ITplus combines tools to help with efficiency and effectiveness, and this is evidenced by how the software has enabled Nobisco to improve their business operation: "Nobisco has benefited greatly from using prof.ITplus through vastly increased efficiency. It has allowed us to keep our costs down whilst at the same time driving up the levels of customer satisfaction."

OGL supports over 1,000 organisations, large and small, optimising and protecting IT infrastructures through the reliable and cost-effective IT support of its highly qualified remote Support Desk and Field Service Engineers.

"Working with OGL has given us a single point of contact for all IT matters."

Working closely with OGL, Nobisco feels confident that they can get on with their business whilst IT and software matters are taken care of. Andrew explains: "regular contact with our OGL account managers makes it easier for us to plan for the future."

"Nobisco has every intention of continuing to grow as a business and continuity plans are in place to ensure this happens. We are looking to build on our core product range and diversify where appropriate. Our continued growth will be achieved both through acquisitions and our organic efforts. We currently operate from a single distribution centre in the Midlands but we will consider opening additional depots to better serve our customers," continued Andrew.

Areas that Nobisco would like to enhance over the coming months; are to consider

moving their data backups offsite and to improve their web presence. Online trading opens up unlimited opportunities to increase sales and reach potential new markets. The eShop module of prof.ITplus allows customers to:

- ✔ Place orders 24/7 regardless of whether the user is a new or returning customer
- ✔ See what products are available and any related information that might be useful to help them make a purchase
- ✔ See what items are in stock and ready for despatch or lead times on those items that are currently unavailable
- ✔ Choose from various payment methods (credit card, credit account, Sage Pay etc.).

With regards to using the software and future plans for Nobisco, Andrew commented: "I love features that save me time and money. My personal favourites are the reporting facilities and time savers such as being able to export data straight into our banking software for BACS payments. The user fields greatly increase the flexibility of reporting."

"We have recommended prof.ITplus to other companies on many occasions over the years, and with the continual improvements that are being made to the software I'm sure we'll continue to do so," concluded Andrew.