

ADVENSYS CASE STUDY: The Electro Group



Electro Group Limited is based in Sheffield, South Yorkshire, and is the UK sales agent for a number of leading overseas brands. As a specialist supplier of tools and measuring equipment to industry and trade suppliers, the business has been using the Advensys system since 2000.

“We believe that it is vital to be able to trust all the information, which a business system delivers,” says **Robert Surfleet**, who is the group Managing Director.

“From the start of our co-operation with Advensys we have been able to measure our costs and results with complete accuracy, and all reports coincide.”



Experience had shown that this is not necessarily the case with all business management software. The first Advensys system installed at Electro was the Advensys Version 5 product, which was later upgraded to the browser-based Version 9 system and then to the current Version 11 system. From the outset of Advensys Version 5, the fact that this is one, fully-integrated system eliminated previous problems experienced by Electro, which had been caused by interfacing software from one supplier with software written by another.

Robert adds:

“Our previous experiences led to time being wasted in trying to determine why one report total differed from another, rather than concentrating our efforts on key signals such as low, or even high margins. End of day reports help us to control our operations, and they just happen automatically.”



DEN-ON INSTRUMENTS



IRAZOLA



ACESA

In 2008 Electro Group acquired the Chesterman tools business, which is based in Staffordshire, some eighty miles away from the Sheffield warehouse.

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“There are obvious business benefits resulting from sharing a common set of operating procedures,” says Robert. “Chesterman staff already had Windows PCs, but they used a unique Sales Order Processing method which worked effectively. We were able to adapt the Advensys process used in Sheffield to the new company so that both companies ran efficiently and with minimal change.”



Robert concludes:

“I and my most senior colleagues are able to work from pretty much anywhere now. When I am in Stafford, I can switch between companies instantly. When I need to work from home, I can still see all the End of Day Reports using my browser.”

Advensys would like to thank Robert and the Electro Group for their kind permission to publish this case study.