

## ADVENSYS CASE STUDY: Garden Machines (Northampton) Ltd



Garden Machines (Northampton) Ltd is a leading supplier of domestic and professional equipment for use in Gardening and in the Grounds-care industry.

The business consists of three parts: a Retail, a Wholesale and a specialist Insurance Division. It operates from two sites, and supplies everything from screwdrivers to tractors.

*“At one site we have both retail and wholesale operations, with fully equipped workshops and a thriving parts business,”* says **Steve Gammon**, the Managing Director. *“Customers buy from us knowing that we have all the backup and expertise, which is so often absent these days. In fact we also fulfill mail order spare parts operations on behalf of several leading manufacturers.”*



The business has been using systems from Advensys for over ten years. *“It seems hard to believe that once we had only a simple standalone computer for use in accounts,”* added Steve. *“We then introduced our Advensys system, and computerised the stock control and tills. Next we included the workshop.*

*“With Advensys it’s as though we have our own IT department. We have no system administration to perform – not even a backup! They also manage our Email, Internet Access, Web Services and Hardware issues.*

*“They write the business software and adapt it for us to capture new business opportunities.”*

Director of Insurance, **Dawn Chaplin**, takes up the story:



*“We saw that there was a market for supplying the Insurance Industry with replacement items when a loss results from damage or theft. So we started to use Sales Order Processing rather than Point of Sale, as the customer was not present. This developed rapidly and, as the market took off, we found ourselves*

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*no longer solely as garden machinery retailers. We became a part of the Financial Services community, creating the GM Suppliers division,” she adds.*

*“As requirements changed and the industry became more professional, we needed systems, which could adapt and grow with us,” says Steve. “Advensys provided these, enabling us to track every aspect of a claim, including how it was validated, all communication between the parties involved and so on.*

*We do all this using our Advensys system, and generate a welter of Management Information each month for our Insurance Clients.*

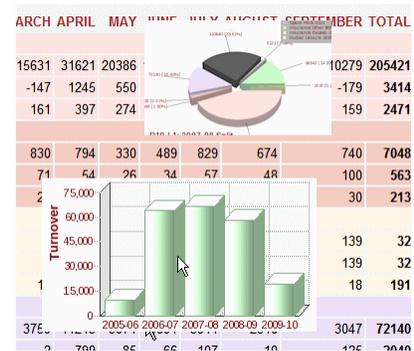
*You could not find what we have in any off- the-shelf system. Our insurance module is utterly bespoke, yet completely integrated with all other modules so that we know exactly where we stand.”*

Advensys asked Steve to highlight any feature, which in his opinion, he had never seen in any other system. This is what he said:

*“One of the best and most unusual aspects of the system is its built-in workflows. These allow us to control everything, from the thousands of workshop jobs we do each year, to the picking area in our insurance arm.*

*Features are all very well, but don’t amount to much without service and backup, the service we receive is every bit as important as the software technology.*

*We think of the guys at Advensys as colleagues rather than people who work for a supplier.”*



Advensys would like to thank Garden Machines (Northampton) Limited for their kind permission to reproduce this case study.