

Campbell Lee Carves Out Success for Donald Russell

New Microsoft business system delivers transparency and allows meat market leader to grow

Scottish meat supplier Donald Russell has been described as "a carnivore's heaven" because of the high-quality meats they sells, both to the trade and by mail order to some 80,000 discerning customers. Michelin-starred chefs and TV celebrity cooks insist on Donald Russell naturally-reared meats, so with that stellar reputation, and an obsession with quality throughout their operation, they entrusted Campbell Lee with a major upgrade of their core IT systems.

Donald Russell is a growing international company and needed a more robust IT infrastructure on which to build the business. Having realised the short-comings of their previous system which didn't meet company needs and expectations, the client was naturally nervous about undertaking the implementation of a new business management system, especially as the project timescale required installation during their busiest-ever trading week!

In particular, Donald Russell needed a full finance, distribution and supply chain management solution that delivered seamless integration with electronic weigh scales - a critical part of its business process which allows invoices to be produced based on product weight. Courier labels had also to be integrated in order to facilitate despatch. In addition, the telesales operation had to be brought into the loop, ensuring their customers benefited from a faster and more efficient service.

Campbell Lee's solution of choice was Navision from Microsoft Business Solutions. It delivers integrated functionality for financial management and supply chain collaboration, making information widely available for Donald Russell staff in the back office, the warehouse and the shop floor. The key selection criteria were robustness, usability, cost-effectiveness, scalability and self-supporting features in terms of day to day management of the new system.

The Campbell Lee project team worked closely with the client, providing reassurance that the Navision installation would cause no disruption to business, and agreed timescales and budgets. Nothing was left to chance, especially as the installation was scheduled for a peak trading period.

Campbell Lee's Ian Burnett was the Project Manager. "The biggest challenge was integrating with the weigh scales on the factory floor, as we had never faced that particular scenario before. But we weren't fazed: we knew we had the capability and the software to do it successfully," he said.

"In the event, the entire project went very smoothly and we had no trouble integrating the various elements.

"As a result, the client was very satisfied and we are about to start work on phase two to provide comprehensive CRM capabilities"

SOLUTION OVERVIEW

- Microsoft Navision (exact modules were finance, distribution, sales and purchasing)

KEY BUSINESS BENEFITS

Seamless integration. The customer experienced no disruption in day to day trading as the new Navision application was installed. Scalability is also key, as Donald Russell now has a robust new system which will allow it to grow the business and the customer base.

"We were indeed nervous about installing a new system at such a busy peak period - but we need not have worried.

Campbell Lee was extremely professional in their approach and advised an excellent solution for our business. I would have to say Campbell Lee met all our expectations"

Eleanor Mathieson, Financial Director,
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