

bisTrack | Case Study



Rodney Scoles | Managing Director | T Brewer & Co

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T Brewer and bisTrack

bisTrack's familiar Windows interface, similar in style to Outlook, meant that staff at T Brewer & Co very quickly got to grips with the system and learnt how to use it.

Now, five years later, both T. Brewer and bisTrack have evolved significantly. A programme of growth and the acquisition of Enfield Timber has meant that T. Brewer now operates from six branches across London and the South East including sites at Enfield, Southend, Amersham and Bishop's Stortford. Enfield Timber previously ran a totally manual sales system and Rodney says he was very surprised at how quickly and easily bisTrack was implemented at these two non-computerised sites.

bisTrack has changed too over the last five years and T. Brewer are again playing a pioneering role with the software as they are planning to be one of the earliest adopters of its new Web Track module. Web Track is an online trading function which provides a way for merchants to do business with their account customers through their website. With industry surveys demonstrating that builders are increasingly expecting the flexibility of multi-channel shopping for their building materials, director, Nick Brewer believes it's 'the way forward'. He explains, "This will be the next bisTrack development for us. It will be there for any of our account customers who want to use it. Many of our customers are involved in high specification housing developments in

Fulham and Chelsea, young companies whose staff have grown up with the internet and take for granted the ability to place orders, check prices and their account information at any time of the day or night." Rodney Scoles added, "I believe these will be the customers who will use Web Track initially but eventually everyone will – it's the way forward."

"It's going to save us a lot of time too" added Nick Brewer, "because we're always having to send out price schedules to customers, and when we want to put our prices up, we obviously have to send out new ones. Web Track will save us doing this as customers will just log on to access their individual price list. And we can change the prices more easily – and more often!"



T Brewer & Co

Brewer & Co, founded in 1888, is one of the longest established timber importers, sawmillers and merchants in the UK. The company was also one of the first companies to implement bisTrack software in this country. The system was installed at its sites in Clapham and Lewisham in 2003 to replace an old text-based system and the benefits were evident immediately. Rodney Scoles, the director tasked with sourcing a new system remembers, "Suddenly everything was visible. With dashboard reporting, we could see business as it came in and if it wasn't at an acceptable margin, or stock wasn't available, then the correct manager was informed. We were also able to extract and manipulate data which saved us time and enabled us to market the business more effectively."

"Other key benefits we still enjoy are back-to-back orders for specials, such as staircases or doors which we don't stock. Purchase orders are produced automatically from the input of the sales order, and can be faxed or emailed to the supplier directly from bisTrack. When the special arrives at the depot, the goods receipt process sends a message to the sales person originally responsible for the order and they can arrange delivery or collection by the customer."





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Special orders

Brewer’s has also just started using bisTrack Mobile, the module which allows the field sales team to access live bisTrack data via their smart phones. Nick said, “We’ve got three reps using this at the moment and it means that when they’re out with a customer, they can access information about the customer’s account, and check stock availability and prices. They can also report the outcome of the visit directly back to me.”

Brewer’s also uses bisTrack’s new Scan Track module which scans all signed PoD tickets into the system. “The nature of the building industry means that when goods are delivered to site, often the customer keeps no record. But we can quickly track down the signed POD through bisTrack’s related document function if there is any query,” explained Nick.

Brewer’s supplies timber to many of the major construction projects in London, including Terminal 5 at Heathrow and the development of the old White City site. Repeat business from customers over many years is testimony to the high service levels offered by a company with traditional values but, at the same time, is moving forward to meet the demands of an evolving market.

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