

# CEDILLA SYSTEMS

## SOFTWARE SPECIALITY

Microsoft® Business Solutions–Navision®

## SERVICES

Cedilla provides a broad range of business services including consultancy, system integration and business process re-engineering. Cedilla believes that it needs to work at both the board level and with technical departments to bring benefits to any business. Cedilla's customer roster is impressive, including companies such as Corus, Granada, Delancey Estates and Fayrefield Foods.

## TARGET VERTICAL

Cedilla has taken the decision to focus on three vertical markets for its next phase of business growth. Following extensive research, Cedilla's chosen vertical market sectors are:

- Waste management and recycling via its REgenerist solution
- Metals distribution and processing via its METalchemist solution

- Financial services (e.g. providers of life & health insurance products and commercial mortgage lenders) via its CATalyst solution

## CEDILLA BACKGROUND

A cedilla is the accent under the letter C that, in spoken French, changes the sound from a hard consonant to a soft one. The power to transform is both part of Cedilla's name and philosophy. Founded in 1991, the business started out as a hardware reseller and Unix programming house, becoming one of the first Navision partners in 1996. With a reputation for innovation, the business has experienced a 27% annual growth and now employs 20 staff at its Manchester offices.

## THE CEDILLA STORY

"Our core values are customer satisfaction and building a long term business relationship" says Mike Dickson, Cedilla's Managing Director. "The majority of our existing customer base has had a long standing relationship with us; we are not just looking to sell a solution and leave, we offer them our support and aim to enhance systems over the long term."

Cedilla has escaped the boom bust cycle that affected many IT businesses with a policy of steady growth, solid business practices and high staff retention. "Technology will always evolve but the people are the key in providing a good customer service. We have people on our team that have been with us for over a decade and they have a deep understanding of the customers they work with." Dickson adds.

Dickson believes that the competitive landscape for ERP solutions has needed a shake up and that ultimately the customer can benefit from the emergence of Microsoft® Business Solutions in this fragmented market.

"It has made a significant difference being part of the Microsoft Business Solutions channel. Navision was a Danish company and if you asked the average man on the street if he had heard of Navision the answer was probably not. Customers need the assurance that their chosen technology platform is going to be maintained and developed over the long haul and Microsoft Business Solutions gives that assurance."

"Microsoft® has a great deal of experience and a global reach – this is effectively a seal of approval," he adds.

Despite the obvious advantages to be gained from association with the Microsoft brand, Dickson believes that the relationship is not a one sided venture: "Microsoft is a powerful global brand but when it comes to providing the service to individual companies, our role as specialist in this marketplace is key to making the process successful and this is the essence of the partnership."

To emphasise the importance of providing specialist skills and knowledge, Cedilla has developed a number of focused solutions for its chosen vertical sectors, an approach that ensures Cedilla will continue to add significant value to the Microsoft Business Solutions proposition. "The launch of our REgenerist waste management solution is timely. With new European-wide legislation on recycling and waste management, companies will require a flexible and robust software solution which allows them to fulfil their legal and community obligations, but which also frees them to focus on running their business more efficiently.

We believe that the true benefits of integrated ERP has yet to be realised in this market.”

“Another area where we have created a unique solution is in industrial metals distribution and processing. This is an industry with very low margins and our METalchemist solution is designed for the specific nuances of the industry.” Dickson adds.

By combining product excellence with a first-class sales and implementation methodology, Cedilla hope to become the market leader in both the waste management and metals distribution sectors.

## CUSTOMER STORIES

### 1. Catering Design

The Cedilla approach to solution provision has always been innovative and the case of Catering Design is an example in point. Catering Design is a major supplier of industrial kitchens to the catering industry with an established clientele including Asda and McDonalds. The business had grown rapidly but was having difficulties in its tendering processes, which was hampering its growth plans.

With the mix of equipment specifications, CAD drawings for the implementation phase and project costing, each tender was taking up to five days with the potential for errors creeping in to the heavily manual processes. With help from Cedilla, and extensive IT integration and business process re-engineering, the tendering process was reduced to less than 48 hours with a substantial improvement in accuracy and presentation.

At the time, Catering Design won Navision’s Award for Innovation for the link between AutoCAD and Navision.

“It was critical that we chose the right partner to help us achieve our goals. We found that in Cedilla.” David Budge, Managing Director of Catering Design Services Ltd explains.

### 2. Burnden Group

Burnden Group also experienced substantial return on investment with the help of Cedilla. As a leading manufacturer and installer of double-glazing and conservatories, Burnden Group needed to expand to capitalise on its potential. Its old bespoke system, although fine with lower volumes, was unable to scale to meet the growth of the business. With Cedilla it deployed a fully integrated warehousing, distribution and financial system which helped double its turnover to over £20 million in less than a year.

“Since installing the new Microsoft Business Solutions Navision system we have been able to reduce our stock holding by over quarter of a million pounds. I would recommend the benefits of an integrated warehouse management system, and the services of an experienced consultancy such as Cedilla Systems who are able to ensure that the benefits are implemented,” says Peter Gray, Operations Manager at the Burnden Group.

“Both of these customers have been with us for nearly five years and are still working with us in an ongoing manner to improve the systems they have in place and so improve the performance of their business,” says Dickson.

### Outré

Cedilla and Dickson have a positive forward-looking view of both the market and the growing partnership with Microsoft Business Solutions. “The Microsoft Business Solutions Navision platform is both strong and flexible. We know that as the application is developed there will be even greater levels of interaction between the next generation of tools and other Microsoft technologies. This is essential in providing the customer with the best solution possible.”

“As a company, Cedilla has experienced good growth over the last few years and by sticking to our core values and keeping our customers happy we intend to go from strength to strength,” Dickson adds.