

The logo for 'datel' is displayed in white lowercase letters on a red square background. The square is positioned on the left side of a horizontal banner that features a teal-to-white gradient background with a white grid pattern.

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► **Customer Review**
Distrupol

"Datel is a channel for delivering on-going incremental improvements, which they do with the minimum of fuss. The Fusion suite has played a part in this."

Aidan Walsh
Project Manager
Distrupol





Distrupol is a European leader in the sales, marketing, distribution and application development of a full range of thermoplastic polymers and elastomers. The company supplies commodity and engineering plastics to the injection moulding and extrusion industries in the United Kingdom, Ireland, the Nordics and Benelux.

Distrupol plastics are used in the manufacture of products as diverse as medical devices, food and drink packaging, sports equipment and computer parts. Distrupol is a long-standing user of Sage Line 500 for financials and distribution and Saleslogix for sales and customer relationship management.

Distrupol Project Manager Aidan Walsh explains how the company is using Fusion Notify across its European business to help reduce debtor days. Fusion Notify, an application developed by Datel that integrates closely with Sage Line 500, has been in place at Distrupol since 2011.

What was the main business driver for adopting Fusion Notify?

In the present tough economic climate, it's understandable that customers will want to manage their credit and get the best return on their working capital. However, Distrupol also needs to protect its own cash flow and so we've had a concerted push on reducing our debtor days. Part of this is ensuring that we're at the top of the queue for payment and can pre-empt problems by bringing to light any issues on our invoices that could delay payment.

Fusion Notify alerts us to invoices that are due for payment in the next ten days, so we can send a carefully worded email to the customer, advising them that payment will be needed shortly, and to contact our credit control department with any queries. It's a prompt to the customer to inform us if the invoice has gone astray and to raise any

issues sooner rather than later.

It's important to stress that in credit control, you can't adopt a broadbrush approach. We work with an extremely broad range of customers in different local cultures across Europe. As you can imagine, some of our customers are operating under extreme financial pressure. Therefore, what is appropriate to one business relationship and works with one customer is not suitable in other contexts.

This is why Datel has developed a screen with additional fields for us, using Fusion Enhancer, through which we can flag up exceptions to the standard reminder process. For example, a customer with an excellent record of prompt payment would not appreciate being constantly alerted to invoices due and therefore will be excluded. We have also made the date that payment is due very clear on the invoice and have

tailored the wording of the escalating reminder letters within Sage to prompt the customer to take action on overdue payments.

As you can see, we are applying a multilayered approach that includes using Fusion Notify and this has led to improvement in our debtor days.

Fusion Notify is clearly making a contribution to your credit control processes. Do you use it for any other functions?

It's proved very useful at creating trigger type notifications and also collating information by the day or the week to produce mini-reports and email them internally. We use it to help us to pick up on exceptions around sales orders: if we haven't acknowledged an order within the usual timescale, for example, or where an order has been subsequently cancelled.

The latter might be down to a mistake on the part of one of our operators but it could bring to light a more serious issue and prompt a review where necessary on the reasons why orders are being cancelled. It gives us audit type information on cancelled orders that doesn't otherwise come readily to hand.

Fusion Notify can also alert the relevant people within the company when a new customer account is created, sending an email noting their credit limit. It can also be used to inform anyone who needs to know that a new supplier has been added, so that we can check their validity .

In short, Fusion Notify helps us to ensure that the right people are kept informed and that they have visibility of key business information.

The relationship with Datel stretches back many years now. With Sage Line 500 and SalesLogix providing a strong IT platform, along with solutions from the Fusion suite, what value does Datel add today?

We regard Datel as a valuable resource in our drive for continuous improvement. We're a very innovative organisation, with Distrupol business users 'at the coal face' constantly looking for new ways to improve efficiency and control. Rather than building up a long wish list and having a major upgrade periodically, we prefer to make smaller, more frequent enhancements.

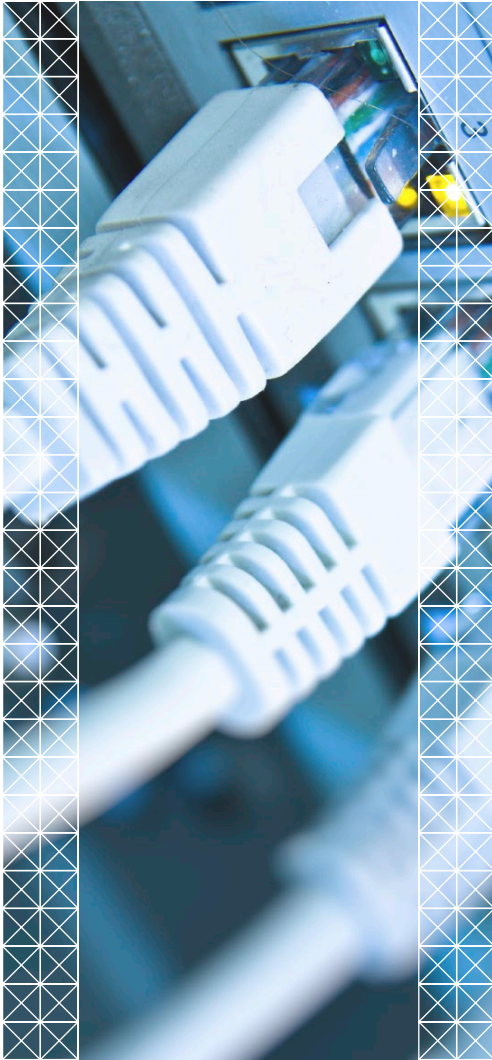
Datel is a channel for delivering these on-going incremental improvements, which they do with the minimum of fuss. The Fusion suite – Fusion Enhancer and Fusion Automation, as well as Fusion Notify – has played a part in this.

We talk regularly to Datel and they provide a valuable sounding board in helping us to identify new solutions to meet requirements as the business evolves.

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Datel – Expanding the world of Sage

Established in 1981, Datel has grown to be the largest Sage Strategic Partner in the UK. Over 160 people at our Warrington headquarters and in our Leeds and London offices look after more than 1,000 customers in sectors ranging from food & drink to pharmaceuticals, telecoms to travel.

We deliver integrated solutions that unify data from every corner of the business. We help our customers to strengthen their management control and compete effectively in today's global markets. ISO 9001:2008 accredited, we have one of the industry's most experienced implementation teams who apply our tried and tested methodology to complete projects on time and to budget.

Customers benefit from our expertise and accreditations to keep their Sage 200, Sage 1000 or Sage X3 solution closely aligned with their evolving business. They are also able to draw on our Fusion suite of software products that complement and expand the core Sage functionality.

Customers appreciate our consultative, listening approach, as we take time to understand their business and invest in the relationship with them. They value our exceptional transparency; for example, up-to-date statistics on customers' satisfaction with our Support team are posted on our website.

No one knows Sage better than Datel. Our readiness to invest in our people and our commitment to excellence have netted us numerous Sage and industry awards and we're justifiably proud of our contribution to the wider Sage community. To find out more about our products and services, visit our website at www.datel.info.

Solution benefits for Distrupol:

- ▶ Fusion Notify helps to protect cash flow by reducing debtor days
- ▶ Built-in alerts prompt the credit control team to advise customers of payments due
- ▶ Reminders to customers can be tailored to complement the business relationship
- ▶ Contributes to improved reporting, including cancelled orders and new customer accounts
- ▶ Part of the innovative Datel Fusion suite, which Distrupol uses to improve its business processes

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