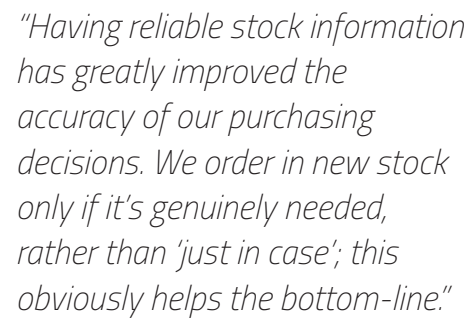


The logo for datel, consisting of the word "datel" in white lowercase letters on a red square background.The text "expanding the world of sage" in a white sans-serif font, positioned on a white background with a geometric pattern of triangles.

► **Customer Review**
Gamesman Limited

A quote in a white serif font: "Having reliable stock information has greatly improved the accuracy of our purchasing decisions. We order in new stock only if it's genuinely needed, rather than 'just in case'; this obviously helps the bottom-line." The text is set against a background of a computer keyboard with glowing keys.

Robert King
Finance Director
Gamesman Limited



Gamesman Limited is a global manufacturing business that since 1996 has catered to the needs and requirements of the international gaming industry. In the UK, its headquarters are in Crawley, close to Gatwick airport, where it has manufacturing and production facilities, as well as an extensive R&D department, sales, purchasing and finance.

Finance Director Robert King explains why the company decided to replace ageing technology with Sage 200 to support its financial, commercial and manufacturing operations.

What prompted your search for newer technology?

We'd been running a system called Exact for some time, but it was presenting us with a couple of significant issues. Firstly, support was going to be withdrawn on the version we were using, and it would have been a major upgrade to move to a different version. Secondly, we found that it was not compatible with the latest Microsoft Windows software, which meant that it was out of sync with the systems our designers use. Performance was degrading, too, with system crashes occurring more frequently.

How wide did you throw your net in looking for an alternative?

Replacing business software is always a big decision and we spent time reviewing the market. We looked, for example, at SAP Business One. While in some ways it was a good fit, we felt our business would benefit more from a flexible, straightforward solution. It can be mind-blowing if a system has too many options and takes too long to configure.

When we met with Datel, they were able to demonstrate that Sage 200 Financials, Commercials and Manufacturing would match our requirements just as well as a product like SAP Business One, without introducing unnecessary complexity.

Were there any other influencing factors in your choice of Sage 200 and Datel?

Sage is the market-leading provider of software to mid-sized organisations like ours, so we knew that there would be a roadmap for future development. Having previously used an end-of-life product, this was a real positive for us. In addition, we already use Sage Payroll software, which, to a certain extent, gave us familiarity with Sage.

While the Sage 200 solution offered a really good fit to our requirements, Datel had the skills and experience to customise the software to our business. For example, they could tailor Sales Order Processing to work in a way that matched our established processes.

In September 2011, we made the decision to implement Sage 200, with a view to going live on the 1st May 2012. Together with Datel, we successfully achieved our goal and it all went well on the day.

The months leading up to the go-live day must have been a busy time for Gamesman. The migration represented a significant step forward for our business, and it was important to ensure our users were fully on board. We had workshops and meetings with Datel to precisely define our requirements and our assigned Datel consultant worked with our internal team to ensure the project stayed on track.

As a result of this thorough approach and close co-operation between Datel and Gamesman, there were no significant problems or interruptions to our day-to-day business, even though we took the opportunity to carry out a comprehensive data cleansing exercise and to change our part numbering system in the lead up to the migration.

Can you outline some of the improvements you've already seen over the past few months since implementing Sage 200?

A notable example is in the area of manufacturing. In the past, we had to visually check that there were sufficient components in stock to fulfil a works order. Now all the information on components is maintained on the system and matches reality; we've never had a situation where the system says we have components but the shelves are bare.

Having reliable stock information has greatly improved the accuracy of our purchasing decisions. We order in new stock only if it's genuinely needed, rather than 'just in case'; this obviously helps the bottom-line. Sage 200 won't let you proceed with the works order if there is insufficient stock, so we don't run out of vital components either.

In our commercial and financial operations, we've found it's become much easier to interrogate the system and extract business intelligence from it. Whereas formerly we had to use spreadsheets, we now have accurate, live data from the system. We could produce reports before but they took a lot longer, with the risk that the information was out of date.

Our investment in newer technology is bringing the benefits of improved visibility and control. It's early days and we're still transferring from the old way of working and eliminating spreadsheets as we go. However, we already have a much better picture now on future orders.

There'll always be queries when you start using a new system and it's been good to know that we can call on Datel if ever we need assistance. They've helped us with producing an enhanced range of reports and, as time goes on, we'll be able to start mining our business data to perform comparisons with previous reporting periods.

"Our investment in newer technology is bringing the benefits of improved visibility and control. It's early days and we're still transferring from the old way of working and eliminating spreadsheets as we go...we already have a much better picture now on future orders."

**Robert King
Finance Director
Gamesman Limited**





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 Gamesman:

- ▶ An ERP solution that fits requirements without being overly complex
- ▶ Software with a clear roadmap for future development, providing a long-term solution
- ▶ Accurate stock information ensures components are available for manufacture, without over-ordering
- ▶ Management information can be easily extracted, leading to improved visibility and control
- ▶ Professional support by Datel for a smooth implementation with customisation

sage | Strategic Partner

datel

▶ www.datel.info

▶ 0844 417 0749

expanding the
world of sage