

The logo for 'datel' is a red square with the word 'datel' in white lowercase letters.

expanding the  
world of sage

## ► Customer Review

Sheldon Clayton Logistics  
Group

"We always feel our IT is in safe hands with Datel and OGL and going in the right direction to support the business in a challenging operating environment. Both partners listen to what we want and get it right!"

**Vaughan Hully**  
Group Financial Controller  
Sheldon Clayton Logistics Group





From its base in West Bromwich, at the core of the country's road network, Sheldon Clayton Logistics Group comprises ten different companies offering a complete suite of logistic services, including pallet storage, UK transport, Irish and Italian groupage services, and freight forwarding. Founded in the mid-1970s, the group has nearly forty years of trading experience.

Though it has its roots in the oil rig construction industry, today the group's customers include Tata Steel (formerly Corus), the MOD, Hoover Candy Group and Honda UK. The business has 110 employees, including drivers, traffic staff, telesales, administration and finance, and operates 40 vehicles. In a tough operating environment, Sheldon Clayton has grown by successfully supporting its customers' supply chains and by a strategy of acquisitions and mergers.

Group Financial Controller Vaughan Hully explains the benefits that have accrued since implementing a single group-wide Sage 200 business management system in 2009.

***Can you take us back three years – what was the trigger for reviewing your systems?***

We acquired several smaller companies, each of which was running Sage 50 Accounts software, along with their own specialist road haulage system. Having data sitting on separate systems meant that it was extremely difficult to get a consolidated view of the whole group. With further acquisitions planned, it was a problem that would only get worse with time.

As a result, we looked for a more powerful solution that would bring together sales and purchase order processing and nominal ledger for the whole group, with the possibility of a link to our road haulage system.

***How did you set about choosing a system that would meet everyone's needs across the group?***

We reviewed the marketplace, looking at specialist solutions for transport operators, but realistically, it was always going to be Sage because of the legacy systems in place. In terms of finding the right partner to develop and implement the software for us,

we were fortunate to have a recommendation from OGL Computer Services, who provide hardware support for our IT infrastructure. They suggested we contact their partner Datel, who cover the software side of support.

We have always liked working with OGL because they listen to what we need. If, for example, we've needed a new server, they'll interpret our requirements correctly and deliver on their promises. When we met with Datel, back in 2009, we were pleased to see that they have the same consultative approach and have, incidentally, like OGL, subsequently delivered what they promised.

Datel recommended that a Sage 200 system would provide what we needed for sales and purchase order processing. Useful import routines meant that data could be pushed through to the nominals in Sage from our road haulage system.

***The move to bring the different companies together must have been a major transition. How did the migration go?***

Remarkably well! The effort Datel put into the initial planning and the critical path they drew up paid dividends in ensuring an extremely smooth switchover. It all went like clockwork, with each

of our acquired companies being moved over and all the data being migrated during a three-week period.

Datel kept us in the picture throughout and worked very closely with our own team here. We felt reassured all along that the milestones would be met. Importantly, we maintained 'business as usual' throughout the transition, with no outages of any sort whatsoever.

**What benefit has the business experienced from implementing a consolidated group-wide system?**

A major benefit has been being able to streamline the way we operate and achieve economies of scale. For example, whereas each individual company used to have its own credit control staff, two people can now do this for the whole group.

From my perspective, too, as an accountant, it's much more efficient to have all companies on the same machine, rather than having to extract data from completely separate Sage 50 Accounts systems, often spread over different computers even within the same company.

What does the future hold for your Sage 200 solution? Over time, we've upgraded to the latest versions to ensure we benefit from the time-savings and efficiencies the software can offer. We're currently about to go forward with the newest release, which will further improve our Business Intelligence (BI).

We operate in a highly competitive market, where the ultimate goal is to have an empty yard with all trucks out on the road. Having readily available, consolidated management information will be a great asset in helping us to make sense of the past and

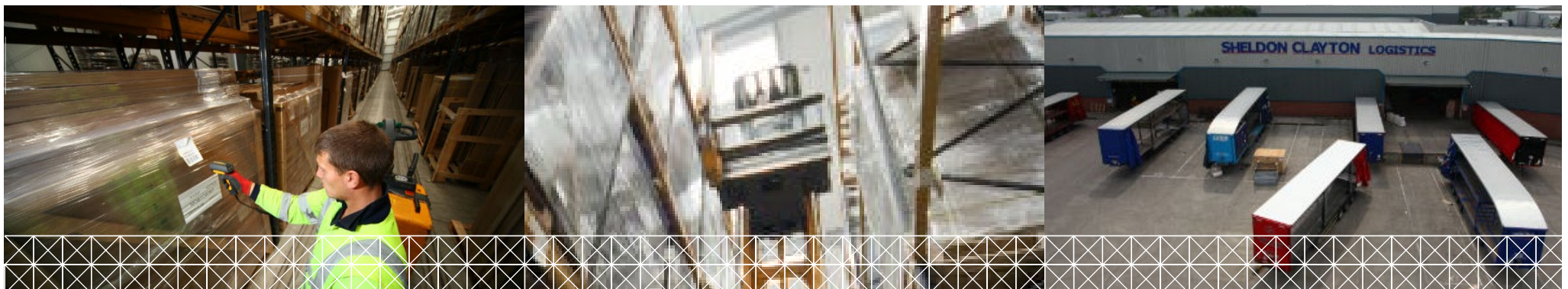
see the future. With this as with other developments, Datel will be helping us to benefit from BI.

Having BI will also simplify the interface between different systems: a lot of information held in Sage can be pushed through to automatically populate any spreadsheets we use.

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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](http://www.datel.info).

## Solution benefits for Sheldon Clayton Logistics Group:

- ▶ A powerful solution consolidates group-wide business information
- ▶ Datel's consultative, methodical approach ensured 'business as usual' throughout the implementation
- ▶ Economies of scale achieved by integrating processes across the different companies
- ▶ Management information improves business control and maximises utilisation of resources
- ▶ Hardware support from Datel partner OGL Computer Services

**sage** | Strategic Partner

**datel**

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