

datel

protex

designed for clothing and footwear companies

Case Study: Gill

Trusted on the water for more than 40 years Gill did not start as a brand or a business. It started as a solution to find better more capable sailing clothing using the best fabrics possible. Combined with innovative design to increase performance and tested on elite athletes in the most challenging of conditions. Gill has grown into an established quality technical apparel brand, meeting consumer needs both on and off the water. Distributed around the world to 37 countries and more recently through a global Ecommerce platform, Gill enjoys the position of a leading brand within its core sector, and has an excellent reputation for quality and customer service.

The company as developed from a traditional UK manufacturer to a brand focused company who sources manufacturing from abroad. Garments for the European market are shipped to the UK warehouse for distribution whilst garments for other countries are shipped direct to numerous distributors around the world.

What were the business drivers that led you to look at updating your business software?

John Deverill, Managing Director describes:

'We design and develop products in the UK and source anywhere in the world where we can guarantee high quality products at competitive prices. We have supplier partnerships in the Far East, Turkey, Estonia, Japan etc. Our business has changed from being a manufacturing focused business to being a customer focused brand business. It was this change that was the turning point in our need for a new IT solution.'

When Gill approached Datel it was operating an out-of-date generic system that the company had purchased many years before. The system in use had reached the end of its support life from the existing supplier providing Gill the opportunity to review their business system requirements and search for a new solution. Gill knew of Datel in the market and approached Datel outlining their requirements, as the company needed a stable, secure and flexible solution that could evolve with the company providing functionality to fit and enhance its business processes. Along with these requirements the business system needed to be up and running in less than four months.

What were the challenges you faced when looking for a solution?

John explains further, *'We needed a system that could support a matrix set-up, our old IT system was product code based and we felt that in order for our systems to be integrated from buying to our customer service desks we needed a more sophisticated solution. The system managed our accounts, sales ordering, but all purchasing and off-shore stock movements were managed by spreadsheets with updates being posted to an intranet system for sales teams to view. This resulted in inaccurate and out-of-date information being provided. We needed to move forward, we pride ourselves on being customer focused and in our brand business customer service is vital.'*

'We looked at several generic solutions from straight forward upgrades to bespoke software. I had known about Datel as a provider to the clothing industry. The beauty with Protex was the integration of the process from start to finish and speaking to people who understood the industry - I didn't need to explain what CMT meant.'

Find out more:

▶ visit www.datelprotex.com ▶ email protex.marketing@datelgroup.com ▶ call 01925 849000



How has Protex supported your business?

Datel implemented the Protex enterprise resource planning solution covering raw material management, costing, source purchasing, distribution, inventory control, finished goods, critical path management and financials. Protex is used across the company incorporating users from, sales, planning, warehouse, finance and senior management.



Gill source fully factored and CMT garments, John describes, *'When sourcing, so much is in the hands of others and gaining visibility and control is vital, lack of control results in customers being let down and costs being incurred. Once a source order is entered in Protex we can track it through the production and despatch phases. The Protex solution has made the process of communicating and control with numerous sourcing partners easier. Along with individual source orders being tracked supplier performance can be monitored providing information on which suppliers are reliable and those who are not.'*



This close control enables us to manage the impact on customer orders as problems, delays, and issues arise.'

Protex demand planning provides a statement of production and purchase requisitions enabling every element of supply and demand to be resolved. Therefore the company is able to respond to changes in demand by filtering changes through the whole business resolving conflicts as they occur. As demand exceeds supply a balance to plan is produced and passed through to the purchase and/or planning areas of Protex depending on the product setup.

John continues, *'Having information available at our sales teams fingertips regarding what items are ready for immediate delivery and what products are available to promise enables us to respond to our customers quickly.'*

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