

# CUSTOMER SUCCESS



## MEET

**Who:** Boddingtons Electrical

**What:** Insulated tools & electrical safety products manufacturer

**Where:** Great Notley, Braintree, UK

**Web:** [www.boddingtons-electrical.com](http://www.boddingtons-electrical.com)



UK-based Boddingtons Electrical Ltd. has established itself as an industry leader, designing and producing a wide range insulated tools and electrical safety products for nearly two decades. Continuous growth led the company to be publically traded in 1999, a successful move that was followed by relocation to a larger, state-of-the-art manufacturing and distribution facility, today, Boddingtons' head office.

Boddingtons boasts a wide range of products including a selection of switchboard rubber safety mattings – high-voltage/oil resistant, flame retardant and anti-static; anti-static bench mats, insulating shrouding, electrical safety boots, electrical safety rubber gloves (500V-36,000V working), fully insulated tools (1000V working), a selection of premium cable preparation tools and more.

While marketing and sales are predominantly in the UK, Boddingtons' products are also distributed and sold worldwide. The company prides itself in its young, innovative design and manufacturing teams with the expertise to provide bespoke solutions. The company adheres to stringent quality standards and currently maintain an ISO 9001 Quality Management System (QMS).

## CHALLENGE

As the company grew, both in manpower, production lines, resources and customer base, it was clear to Boddingtons management team that they were ready to upgrade and replace their current ERP system. In use for over a decade, the old system could no longer keep up with the growing company and increased user requirements. What's more, as other manufacturers were implementing newer, more advanced systems, Boddingtons knew that to remain competitive, it was time to boost their operations with a more modern ERP solution.

But that wasn't the only reason for the change. Not only could the company's old ERP not deliver on the assembly line, it also became a financial concern with increasing licensing costs that resulted in low TCO (Total Cost of Ownership). Comments Gill Page, Boddingtons Director, "We were finding challenges with our current ERP solution other than the TCO. If certain fields or pages in the system needed to be adjusted, we had to pay our vendor for additional programming."

## SOLUTION

When it came time to seek out a new ERP solution, the team at Boddingtons looked for a reliable, long-term system with a quick onboarding process and one that they could easily implement. More importantly was the ability to quickly and securely transfer data from their old ERP system to a new one – never an easy task. After scanning the market, local Priority partner, ABS, were fast to get on board with a Priority ERP demo and an assessment of Boddingtons' needs and requirements. Boddingtons made the decision to go with Priority and have never looked back.

Comments Page, "Once we gave the go ahead, the time to move over to Priority was exceptionally fast. With a dedicated plan for data migration from our old ERP to Priority in place, project time was drastically reduced to six weeks! During this time we were offered several days training, but because Priority was so intuitive, our staff needed just two days to get on board."

What impressed Boddingtons' management most was their ability to feel an immediate difference in the way they worked. From the get-go, users commented on how Priority had the ability to grow and be molded according to their business needs. One of the early features they appreciated most, was Priority's unique GUI (graphical user interface) that enabled users to personalize their workspace, giving them the tools and control to edit fields to meet their individual needs.



"WE'RE IN A HIGHLY COMPETITIVE, FAST-PACED BUSINESS, SUPPLYING PARTS AND OTHER SERVICES TO ENGINEERING-BASED CUSTOMERS. WITH PRIORITY IN CHARGE OF OUR OPERATIONS, WE'VE MANAGED TO DELIVER PROJECTS ON TIME AND ON BUDGET. THIS MEANS SATISFIED CUSTOMERS, THANKS TO PRIORITY SOFTWARE."

GILL PAGE, DIRECTOR

Boddingtons is supported by our valued Priority partner, ABS ([www.abslimited.co.uk](http://www.abslimited.co.uk))

## RESULTS

With Priority up and running well ahead of schedule, department managers were amongst the first to praise the company's new ERP system. Many remember how they once used several manual processes to manage their operations and daily tasks. Today, these same tasks are efficiently handled by Priority's built-in BPM (Business Process Management) with notifications now forwarded automatically to all departments in the company, including the sales authorization process. This quickly resulted in decreased time and cost savings, including the need for external IT resources.

First and foremost, Boddingtons are very much a customer-driven business and with Priority in place, they quickly became more efficient, now keeping to their deadlines of order to shipment in just 3 days! "Many features included in Priority were extras or needed programming in our old ERP system. With the business rules using BPM and Priority's built-in data generators, we don't have to use any programming to achieve the control that our business needs," says Page.

Priority significantly improved Boddingtons' management and employee efficiency, streamlining their overall operations by automating their entire sales process. For example, now, when a report needs to be created, the sales team can generate this report using Priority's Report Generator which offers an easy to use, intuitive GUI that any user in the organization can access and deploy. With serial numbers an integral part of their manufacturing process, Boddingtons could finally start adding serial numbers to the products they produced.

With Priority, adding, tracking and managing serial numbers was an easy task. "Priority also allows us to add LOT numbers and expiry dates to our products to enable full traceability. This will allow us to generate reports for products that are approaching the end of their shelf-life, a must-have in our industry. Priority has given us all the tools we need – and so much more," comments Page.

