

# CUSTOMER SUCCESS

## MEET



**Who:** Rochester Midland Corporation (RMC) UK

**What:** Sustainable water management program developer

**Where:** Cwmfelinfach, Wales

**Web:** [www.rochestermidland.com/global/rmcuk.cfm](http://www.rochestermidland.com/global/rmcuk.cfm)



Dedicated to the 3 P's of Sustainability (People, Planet and Profit), Rochester Midland Corporation (RMC) provides sustainable water management programs that are green, financially viable and add social value for the user and their community. With its headquarters, manufacturing and training facility located in Wales, the company has been a leader in the specialty chemical manufacturing industry since 1888, with a pioneering position in the development of sustainable programs. Established in 1996 as a water and wastewater treatment company, RMC UK supports a technical sales team throughout the UK and Ireland.

The company offers programs that serve the food and beverage industry for food safety cleaning and sanitizing, institutional cleaning products and full service cleaning, chlorination and hygiene. The RMC team works closely with their customers to provide integrated solutions to solve problems and help them reach their strategic business objectives and environmental goals. To help customers improve their current processes and save on costly resources, RMC projects include increased heat transfer efficiency, reduced water use and safer chemicals to improve wastewater treatment efficiency.

## CHALLENGE

To support their fast-growing customer base in the UK and Ireland, RMC manage all of their operations under one roof. Not only is their Wales office home to company headquarters, the site also contains a comprehensive manufacturing centre and a training facility for RMC customers. And the entire operation was controlled by enterprise management software. But as the company grew – in manpower, production lines and much-needed shop floor resources, it was clear to their management team that they were ready to upgrade and replace their current ERP with a more advanced system that could handle the load.

The old system could no longer keep up with the growing company and increased user requirements. "We're in a highly competitive business," comments Pauline Roberts, Business Director at RMC. "Sustainability is a dynamic global industry and we simply couldn't afford to be left behind."

RMC had been using their previous ERP system for nearly 15 years. Adds Roberts, "Simply put, it was becoming outdated and the cost of ownership had increased to unreasonable levels. We needed a system that could provide cost control for our business and annual service contracts."

## SOLUTION

RMC management were keen on implementing an ERP system that would effectively handle what they consider the "heart" of their business – stock control and assembly and financial accounting, including contract invoicing. After scanning the market for a reliable ERP system that offered easy implementation and a short learning curve for RMC employees, they were shown a demo of Priority ERP by ABS Limited, Priority's authorized partner in the UK. The demo was followed by a comprehensive needs analysis by the ABS project implementation team and after a significantly quick turnaround, RMC chose Priority to handle many of the company's key financial tasks and day to day activities.

"When it came time to implementing Priority on site, we were overwhelmed at how quick and easy the on-boarding was," said Roberts. "The implementation process was professionally managed by ABS and our staff were eager to get the new system up and running." Employees from the accounting department, sales and in particular, those responsible for RMC's large inventory with hundreds of line items, reported that "Priority was easy to use, fast and super intuitive."

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*Pauline Roberts, Business Director*

## RESULTS

With Priority up and running in several departments, RMC were quick to comment on its many benefits, especially the software's powerful built-in Search functionality that enables users to search on any field with multiple search criteria.

Users also noted the ability to personalize Priority screens – actually tailored by the user without the need for programming knowledge or skills. "This is a tremendous plus – real added-value," said Roberts. "Our employees can now tailor their screens to reflect our company's terminology and it gives users fast and easy access to the fields they need. In Priority, all fields are searchable and specific queries can be saved with default queries, which open when corresponding documents are opened."

RMC users also deemed Priority's business process management, business rules and built-in data generator to be a tremendous asset in their daily work. This unique functionality, built into the system, allows users to design the system to meet the company's internal procedures and authorisation rules – and more importantly, to help ensure that rules and regulations are adhered to. Based on Priority's business rules, any anomalies are immediately reported to company management via the system.

We asked Pauline Roberts to comment on Priority's strongest selling point. "In a very short time, Priority has proven to be a true, cost-effective solution with an affordable total cost of ownership. We've increased our overall efficiency by 20% and that's an impressive figure in our industry." Would she recommend Priority ERP to other sustainability product and services providers? "Yes, in a flash!" she replied.



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