



StoneTools

- *Raised customer satisfaction by 25%.*
- *Increased annual sales by 25%.*
- *Automated previously time consuming, manual tasks.*
- *Reduced human error.*
- *Largely eliminated less profitable stock.*

Case Study

Introduction

StoneTools is the UK's largest specialist in tools and consumables for working with natural stone. It supplies around 3,000 products to customers in the UK and Europe and frequently employs overnight delivery services. Business owner, Steven Latimer has built this £1 million enterprise, primarily, on his knowledge of how to cut and prepare stone.

The Business Challenge

As manufacturer lead times often reached eight weeks, stock control was a time consuming and delicately balanced operation. StoneTools measured the quality of its customer service by using 'in stock at first pick' statistics. It reached a score ceiling of 65%.

For 35% of the time products were unavailable when customers requested them and StoneTools ran the risk of losing business to competitors. With high value and often slow moving products, improving this score by carrying more stock was not financially feasible.

Stock management repeatedly ate into the time required for other business-critical activities such as sales and marketing.

The Symbiosys Business Solution

StoneTools asked Symbiosys to review its entire operation. The existing management system required simulation forecasting functionality for stocked items coupled with lot-for-lot purchase order generation, covering products that were almost out of stock.

This approach was highly automated, extremely responsive to varying demand and simple to administer. The software established the most popular products, regularly generated demand forecasts, on each item, and automatically produced the appropriate purchase orders for suppliers.

Symbiosys developed and demonstrated a 'proof of concept' before fully designing and implementing a new logistics management module, within the existing ordering system.

The Result

The new system efficiently managed the fast moving stock while largely eliminating slower, less profitable items. Customer service ratings flew from 65% to 90% and annual sales rose by 25%.

The Recommendation



“The new, effective, integrated forecasting and purchasing system enabled us to dramatically improve customer service and stock turnover, whilst reducing overall stock holding value.”



Steven Latimer, Managing Director, StoneTools