

Supplier Outfits Company  
with SAP Business One<sup>®</sup>  
to Save Time and Money



# ABOUT



## Company

**Name:**

Chelford Farm Supplies

**Industry:**

Agriculture, farming, and horse riding

**Products:**

- Equestrian clothing & footwear
- Farm supplies & feed
- Garden & forest machinery
- Shooting equipment, clothing, & ammunition

**ERP Solution:**

SAP Business One®

**Visit them at**

[www.chelfordfarmsupplies.co.uk](http://www.chelfordfarmsupplies.co.uk)

## Business Challenges

- Difficulty accessing data from the system
- Transaction traceability
- Labour intensive reporting
- Inventory count errors caused by manual data entry
- Limited integration with online store

## Objectives

- Implement modern enterprise resource planning (ERP) application for operational efficiencies

## Benefits

- Purchase ledger identifies order discrepancies, saving thousands each month
- MRP and inventory minimums ensure greater stock control
- Automated invoicing and billing increase inventory accuracy
- Stock integration saves three days of work a week



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*Sarah Kranz, finance director at Chelford Farm Supplies Ltd.*



*Chelford Farm Supplies built its reputation on a simple company ethic: retail the best brands at the lowest possible prices for great customer value. When it came time to choose an ERP solution to manage sophisticated multi-channel retailing, Cheshire's largest supplier of farming, agriculture, and equestrian products chose SAP Business One to tackle its business complexity. The result? Thousands of pounds in savings each month and extra hands to service its customers.*

Established in 1975, Chelford is one of the United Kingdom's foremost specialists in equestrian clothing and footwear, farm supplies and feed, garden and forest machinery, and shooting equipment, clothing, and ammunition. Starting as a farm shop, Chelford took on a saddlery section and quickly became among the best stocked saddlery shops in the North West, meeting the needs of horse and rider, small holder, and farmer alike.

In addition to a brick and mortar outlet, Chelford operates a successful [online store](#). Keeping up with the latest equestrian brands and farming products meant cycling through stock three times a year. Employing a small staff to manage customers' orders meant the company could stay nimble and profitable. However, when the inventory grew to over 24,000 products, Chelford needed a business tool to increase its capacity for managing more inventory with the same number of employees.



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*Sarah Kranz, finance director at Chelford Farm Supplies Ltd.*

## The Solution: SAP Business One

Chelford knew it needed a new business management application and spent time carefully evaluating many applications on the market. “If you’re not careful, you can waste money trying to save money if you buy the wrong ERP solution”, says Sarah Kranz, finance director at Chelford Farm Supplies. “SAP Business One comes with a fantastic reputation; it really does what it says on the box. After seeing a software demonstration, we were impressed by its flexibility and ability to integrate with our retail and online business”.

Compared to other applications on the market, Chelford saw that SAP Business One offered the most features and flexibility. Designed for small businesses, the SAP Business One application is a single, integrated solution for managing your entire company—including financial data, sales, customer relationships, and operations. “We wanted to ensure our ERP application was the best system money could buy on a small-to-midsized enterprise budget. For its feature set and price, SAP Business One fit the bill”, says Kranz.





# World-Class Implementation Partner

Chelford knew SAP Business One was only part of the equation to streamline its operations. Getting the company into the next stage of growth meant choosing the right partner to fully leverage its investment in transformational SAP Business One. After evaluating several software partners, Chelford chose Vision33, the number one global value-added reseller (VAR), for the implementation. "They came recommended by SAP, were very knowledgeable of SAP Business One and business processes", says Kranz. "Moreover, Vision33 consultants were very transparent—they didn't make promises they couldn't keep. This gave us confidence that our business was in good hands".



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# The Benefits

Vision33's dedicated support team mapped out Chelford's requirements: integration points with its web store, MRP, and automating manual processes. The implementation took just a few months, and after the go-live, the results were immediate.

With full purchase ordering through receiving and invoicing, the company has identified thousands of pounds in discrepancies. But for Chelford, the biggest benefit was how much time it saved. "We can now spend more time on value-added tasks instead of things like manual data input", explains Kranz. "If we were doing a payment run for our suppliers, it used to take the whole day. With SAP Business One, that same process takes half an hour".

Chelford's brick and mortar retail outlet is complemented by a successful [web store](#). Customers can place orders for farming supplies and manage their accounts online. Chelford can update stock without manual data entry—another time-saving benefit from SAP Business One. "We have stock integration between our eCommerce website and our business back-end," says Kranz. "Out-of-Stock products used to require manual updating. Sometimes an employee needed half a day just to update the online store's count. With SAP Business One, the website is integrated and automatic updates save us three days of work a week".

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## Going Forward

With SAP Business One, Chelford can do more without increasing overhead. Chelford uses the extra time to focus on continuing to provide the great customer service it built its reputation on. “We run a tight ship at Chelford, and SAP Business One allows us to do much more with the same staff, so we have more time to focus on growing our business”, concludes Kranz. “Since Chelford moved to SAP Business One, we’ve been able to access detailed information about our customers’ orders and preferences for the first time. It’s been invaluable to service our valued customers”.

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Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox (saltbox.io) and iDocuments (idocuments.io).

*For more information about Vision33, visit [www.vision33.co.uk](http://www.vision33.co.uk).*

**Contact your nearest Vision33 sales office to discuss how we can help transform your business.**

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