

GC Birchall

makes major investment in Dynamics GP system from Trinity

Manchester, UK – 8th April 2008 – **GC Birchall**, food wholesalers based in Burnley, Lancashire, have announced the purchase of a Microsoft Dynamics GP based solution as part of a major investment in the company's IT systems. Microsoft Gold Certified partner, Trinity Computer Services, will be supplying software and services required to implement the new solution.

The fully integrated system will cover every aspect of the business including finance, telesales, purchasing, logistics and business intelligence. A key part of the new system and a major driver in the decision to install new software is the installation of warehouse management software from Accellos. "With our business volumes increasing rapidly over the last few years we have found it more difficult to cope in the warehouse with only manual systems in place." says Justin Birchall, Operations Director. "The new software will make it easier to locate stock and, overall, help us to work much more efficiently across all warehouse operations." The Dynamics GP system will initially cater for 20 office users and 12 users in the warehouse.

GC Birchall was established in 1939 and became a founder member of the Country Range FoodService group in 1992. The company supplies a full range of ambient, chilled and frozen foods to over 1000 catering and retail establishments throughout the north of England. GC Birchall operate from locations in Burnley, Durham, Sheffield and North Wales, and has an enviable reputation for delivering bespoke customer service to the independent catering industry where service levels are arguably the most demanding in the FMCG sector.

Commenting on the new system, Louise Birchall, Sales Director, said, "Apart from major improvements in the warehouse, we see the new system leading to substantial improvements in many areas of our business, particularly purchasing, pricing and ease of access to key business information. These will make big contributions to our business performance over the next few years."

Birchall's implementation partner, Trinity, has a wealth of experience in the distribution sector stretching back over 25 years. "We are delighted that Birchalls have chosen Trinity to supply their new IT solution" says Carl Bolus, Sales Director for Trinity. "This is an important new installation for Trinity and a major step for Birchalls. Dynamics GP will give them access to a range of new technology which will help improve efficiency in many areas of their business and, in the long term, will open doors to many IT options which would not have been existed with their old system".

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Editor's information:**About Trinity Computer Services Ltd:**

Established in 1975, Trinity Computer Services is a leading Microsoft Business Solutions partner dedicated to providing innovative and functionally rich software for the wholesale distribution market. Trinity solutions are based on Microsoft Dynamics software and aim to provide versatile business systems encompassing a range of capabilities including Sales order processing, purchasing, inventory management, logistics control, financial accounting and Business analytics. In addition to supplying companies directly in the UK, Trinity has also established an international market for its add-on software products, with over 300 end user sites in North America, the Caribbean and the rest of the World.

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