

Leading UK supplier of Value Lines chooses Microsoft Dynamics from Trinity to manage business growth

Overseas Trading Ltd is a major distributor and importer of value lines. Supplying both independents, wholesalers and the leading supermarkets, they offer outstanding value brands supported by the highest levels of service. Defying the economic downturn the company has continued to enjoy unprecedented growth which in turn has hastened the need for a new IT system, capable of handling a significant increase in order volumes.

With a product portfolio that is sourced and supplied by manufacturers mainly in the Far East OTL is particularly focused on maintaining the tightest possible control over inventory. Currently this process is managed by spreadsheets but with the business expected to grow further the need for a more sophisticated system has become a priority. A key driver for choosing Microsoft Dynamics from Trinity was Trinity's focus on providing software that helps importers and distributors to manage stock levels more effectively.

Another notable software feature designed to reduce the administration associated with importing goods from abroad is Container Management. Reducing the burden of paperwork and speeding up the process of building and receiving container loads is an important part of OTL's drive for greater efficiency.

“ We need a fully integrated ERP system capable of handling financials, sales and purchase order processing etc and there are plenty of systems available that can do the basics but we also needed software capable of getting our inventory levels spot on. In this respect Trinity had much more to offer than the other suppliers we looked at. We believe their Advanced Inventory Replenishment for Dynamics will allow us to become a lot smarter at forecasting demand and this could save us a significant amount of money.”

Phil Jennings
Financial Director

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The sales process has not been neglected either and the system will provide a host of new features to help build on OTL's excellent reputation for customer service. This includes a highly functional Telesales program designed to make sure smaller clients get the same regular contact and attention as the major supermarkets.

Carl Bolus, Trinity's Sales Director, was delighted to welcome OTL as an important new customer in the Importers & Distributors sector. "OTL are a highly successful company operating in a difficult market and we are delighted they have placed their trust in Trinity to help manage the next phase of their development. We look forward to a long and successful partnership."

ENDS

About Trinity Computer Services Ltd

Established in 1975, Trinity Computer Services Ltd is a leading Microsoft Business Solutions partner dedicated to providing innovative and functionally rich software Wholesale Distribution sectors. Trinity's solutions are based upon Microsoft Dynamics GP software to provide a versatile business system encompassing a range of capabilities including Sales Order Processing, Supply Chain Management, Inventory Control, Financial Accounting, e-Commerce and Business Analytics.

More information about Trinity solutions around Microsoft Dynamics is available at:

web: www.trinitycomputers.co.uk **tel:** 0161 406 2300