

Masters Golf

“Changing to Microsoft Dynamics GP with Trinity has been a very successful move for Masters. We’ve already seen major benefits in areas such as field sales and information systems, and with the backing of the Dynamics technology platform and Trinity expertise, there’s clearly much more to come.”

Mike Sutton, The Masters Golf Company

Trinity customer case study:

International golf business addresses rapid growth with IT

Industry:

Consumer products supply



Objective: Deliver a new IT solution capable of coping with growth and increasing complexity in the Masters Golf business

Approach: Work with Trinity Computer Systems to explore a modular solution based around Microsoft Dynamics GP

Key IT deliverables:

- An open platform for IT growth
- Access to the extended business functionality offered by the Microsoft Dynamics applications portfolio
- Trinity developed software modules to fit Masters specific business needs
- More reliable information for all users in particular the field sales staff

Business benefits:

- More reliable and functional field sales system for customer facing staff
- Greater insight into the true financial/business position via much stronger reporting and analysis
- Improved customer pricing capabilities despite increasing complexity give much greater pricing and promotions options
- Improved confidence and reduced admin effort from radically improved data reliability
- Much more accurate invoicing, reduced credit note activity, hence improved customer service

Rationale for the project

With its business rapidly outgrowing the original Sage-based computing platform, The Masters Golf Company turned to leading wholesale distribution solution provider Trinity Computer Services for a replacement IT system based on Microsoft Dynamics technology.

A leading international manufacturer and distributor of golf and ancillary equipment, with an extensive European distribution network, Masters Golf faced increasing difficulties with data reliability and the complexities arising from a business that was growing rapidly. The business is characterised by a 'technology culture' and wanted to explore with Trinity how the new technologies available could lead to improved service delivery and competitive advantage across the organisation.

Specifically, the new technology had a brief to improve data reliability around pricing, deliver an enhanced remote order capture system for field sales and to provide improved information availability for decision support across the company.

What was supplied?

To meet Masters' needs for a flexible, future friendly IT platform, Trinity recommended a modular solution based on Microsoft Dynamics GP. The new solution combines a solid understanding of the needs of wholesale distribution operations with a wide range of technology options and product set built for future business growth and flexibility. As an example, the Dynamics GP enables simple and extensive integration with MS Office and other Microsoft technologies aimed at improving user productivity.

Microsoft Dynamics GP covers all the core business applications including financials, sales and purchasing and stock control as well as very strong data access and BI capability. User's screens have the Microsoft intuitive look and feel familiar and Masters can be comfortable that the technology set is continually benefiting from high-level R & D activity and easy to access upgrades.

“Masters is a prime example of how Trinity can work hand in hand with our customers to improve the effectiveness and reliability of their IT systems – and produce a major positive impact on both staff productivity and customer service.”

Carl Bolus, Sales Director
Trinity Computer Services

Specific Trinity modules supplement this core functionality and enhance distribution capabilities of the overall system. Specific modules from Trinity include telesales, extended pricing, consolidated invoicing, vendor pricing and sales retrospective discounts.

The old remote order capture system has now been replaced by Trinity's Mobile Sales module, enhancing reliability and robustness in this important order entry process for Masters.

Information systems have also been substantially upgraded by the introduction of Frx (for financial reporting), Microsoft SRS and Dynamics GP Smartlists and Advanced Smartlists which are used extensively throughout Masters for access to key data.

Trinity also developed a Sales Information system for Masters allowing sales staff and managers to be kept fully up to date on sales performance against targets, by product, product group and customer.

Project Implementation

Trinity offer unrivalled experience in IT deployments for wholesale distributors, employing established change management practices to minimise business disruption and create an environment for rapid, trouble-free transition.

An experienced Trinity implementation team worked closely with Masters, spending time in the business to ensure they

had a detailed picture of operations and process flows. This allowed for accurate configuration of the new system, and also highlighted areas where the new solution could provide added value.

As with any significant IT implementation, it was necessary for Masters Golf to provide commitment for the project at every level in the business. A key user group was formed, comprising staff from the main user areas in the company, and this team played a major role in vetting the new system design, rolling it out and training users.

During the project Trinity ensured all current functionality was matched and that users were fully trained and comfortable with the new technology and any new processes. Trinity also encouraged Masters to use the initial implementation to seek out additional value-add from the new solution, looking for processes and service delivery enhancements that were not available from the previous solution.

Having firmly bedded in the new system across the entire organisation, the business has now created an ideal platform on which to build on the new functionality that originally inspired the project.

Benefits and gains so far

Benefits from the new system are already evident in several areas:

- **Remote Order Capture** was a key driver for Masters – 40% of orders placed with the company come in via this route. The new system delivers:
 - a robust, reliable solution with none of the operational difficulties experienced with the old system
 - more automated pricing on sales laptops
 - much better purchase order information and improved quoting
 - faster, more reliable data transfer to/from laptops
 - significant timesavings for Masters sales, admin and IT staff
- fewer errors in order processing, enhancing Masters standing as a supplier
- **Enhanced pricing capabilities** – at a time of increasing competition and demands for more pricing and promotions flexibility, the Trinity solution has delivered radically improved pricing capabilities:
 - vastly improved pricing maintenance
 - much greater reliability radically reducing credit note production and associated costs
 - a more comprehensive pricing structure allowing a wide range of flexibility and major improvements in areas such as customer specific pricing and aggregate promotions
 - better views of margins for more competitive pricing
- The Microsoft Dynamics GP solution provides detailed financial information across **national accounts**, in particular enabling Masters to manage credit control much more effectively
- Masters can now easily **query items on file**, making it simple to answer availability requests, manage stock at key locations and provide accurate delivery teams
- Masters are now able to hold a great deal **more information** around account base of 6,000 customers, accessing and interrogating this data easily for improved decision support
- **Information access** is now simpler and quicker for Masters as much of the activity is now done by users via Smartlists (the powerful information/reporting tool available with Dynamics GP) – reports are viewed on screen and no longer printed, then easily exported to Excel for further analysis and manipulation. Benefits include:
 - A new sales analysis system built using Microsoft SQL Reporting services
 - Enhanced filtering and drill down capability
 - Faster production speed of production of reports and immediate results for managers

Plans for the future

Future flexibility and scalability were key elements of the Masters IT brief and the Microsoft platform at the heart of the Trinity solution provides almost unlimited scope for developing a broad range of additional IT applications functionality. For Masters, particular items of major future interest are:

- Providing customers with web-based access to business information – pricing, current order status, product and financial account information visible at the click of a button, via the Microsoft Dynamics Business Portal
- Automation of warehouse management processes as logistics demands grow on the Weston operation
- Implementation of a specially developed system for handling personalisation of golf equipment and size/colour/style combinations for clothing and related products
- Deploying Microsoft SharePoint to enable a whole set of stakeholders, internal and external to collaborate, share content and work together



“The Dynamics GP system has made a huge difference to us in terms of information access and operational stability, freeing up the IT function from firefighting to focus on developing the system even further.”

Kevin Clothier, IT Manager
The Masters Golf Company

Trinity Computer Services

Trinity Computer Services is a leading Microsoft Dynamics Partner and an award winning software developer.

For over 20 years Trinity has been a recognised leader in providing specialist IT Solutions for the Wholesale Distribution sector. Trinity software helps wholesalers to improve customer service, reduce costs and make better business decisions.

Based on the solid foundation of Microsoft Dynamics GP, Trinity systems combine market leading innovation from Microsoft with rich functionality for distribution businesses. Trinity IT professionals have implemented over 200 systems in companies both large and small and can call upon a wealth of experience in delivering solutions that provide real benefits for your business.