



**Heatmiser:
Improving Efficiency,
Revenue Generation
and Growth**

Executive Overview

Company

Why SAP Business One

Benefits

Future Plans

Company

Heatmiser

Industry

Heating control systems - supply and manufacture

Products and Services

QED Heatmiser is a leading designer, manufacturer and supplier of innovative domestic and industrial heating control systems in the UK and overseas.

Website

www.heatmiser.com

SAP Solutions

SAP Business One application

Partner

Signum Solutions Ltd (www.signum-solutions.co.uk)



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Martyn Kay, Director at Heatmiser

Based in Darwen in the North of England, Heatmiser is the preferred choice among many electrical contractors and original heating equipment manufacturers. With a turnover of £1.7m, and sixteen employees, Heatmiser’s success is based on its **ability to handle small quantities and respond quickly to customer requirements.**

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Integration is Key

Like many small and medium companies, having an online store has been a major contributor to Heatmiser's success and growth. Individuals, and organisations large and small, use Heatmiser's web store to buy the products they want.

However, during 2006, it became clear that the systems Heatmiser was using behind its store were less than efficient. "When customers placed orders with us, they were first of all keyed into the sales order system," says Martyn Kay, Director, Heatmiser. "They then **had to be re-keyed** into the invoice system. That gave us a **high potential for inaccuracies** to creep in. In addition, the way the systems worked made it almost **impossible to understand our customers' buying behaviour.**"

The inefficiencies with the current systems led Heatmiser to look for a **new, integrated application**. In fact, they had almost decided to purchase a particular system when a chance phone call from Signum Solutions introduced them to the SAP Business One application. Within a week Signum Solutions demonstrated the software at Heatmiser's premises and **those who attended were impressed.**

"I'd heard of SAP software, but didn't really know much about it," says Martyn. "Signum came in and did a very good demonstration. The people at the company we were considering buying from had done a very flat presentation, showing us the features of their system. Signum was totally different. Its people **listened carefully to our problems** and showed us exactly **how SAP Business One would solve them**. By the end of the presentation we were convinced SAP Business One was the software for us."



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Choosing Business One

Two of the key reasons for selecting SAP Business One were the Material Requirements Planning (MRP) module, which included forecasting, and the Customer Relationship Management (CRM) aspects of the system. The third was the drill down capability. “Without searching, you can drill down from anywhere in the software to lower levels,” explains Martyn. “**We could immediately see how useful that would be,** enabling people on the phone to the customer to have all the information they needed available to them. By comparison, the other system looked clunky.”

So impressed were Heatmiser with SAP Business One that they had placed their order within a week of the demonstration, at the beginning of February 2007. On 1st March 2007 it went live.

“I wanted the system to be live on 1st March as it was the beginning of our financial year,” explains Martyn. “To add to the complexity we were moving to new offices at the time, but Signum still managed to get it all ready for us by the end of February, so we could enter the data we needed from the old systems.

“With a few of us doing it, it wasn’t a mammoth job.”

The original quotation called for fifteen days of consulting. In fact, only seven were used during the implementation period. “**The consultants at Signum have been excellent,**” says Martyn. “As we encounter problems we list them and then go through them with Signum. If we have more urgent issues they are always **very quick to respond.**”



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Big Benefits

Heatmiser has already seen **major benefits** from SAP Business One, aside from the **streamlined processes** the business was hoping to achieve by having an integrated system.

Previously it just wasn't possible to gain an accurate picture of what each customer was purchasing. Today, Heatmiser can - easily. **That's helping them increase sales.** "Now that we know what customers are buying, we can target them based on their needs," says Martyn. "We can pull all the information we need from SAP Business One and link it to Microsoft Word, to easily print letters and envelopes and create mailshots. We can also do the same for e-mails. I don't have hard evidence that it is increasing sales at the moment, but I am sure it is."

SAP Business One is also making it easier to provide people with information.

"We can easily pull information from SAP Business One and update Microsoft Excel spreadsheets," Martyn explains. "Consequently, we can let employees have information on a 'need to know' basis, for example by providing stock figures to our sales people. It's **simple** to do, **intuitive for them to use** and we don't need to give them direct access to SAP Business One, which saves on license fees. For those using SAP Business One, the drill down facility enables them to find the information they want, when they need it, which **increases efficiency and helps us to deliver a better customer service.**"

A further benefit is the **increased visibility of customers' credit status.** "Previously the invoice wasn't matched at the time of despatch," says Martyn. "Now we can see if a customer is on stop before we ship the goods. We could never have done that with disjointed systems."

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Planning Ahead with Signum Solutions

Heatmiser's strategy was to get the 'back-end functions of manufacturing, accounts sales, stock control and purchasing right, before linking the system up to their web site. But it was always in their mind, as web sales are a big part of the business. However, with the main implementation completed, the business is anticipating connecting the two by the end of August 2007. When this is done, Heatmiser will be able to **display real-time inventory levels on their web shop** and sales orders will **automatically flow through** to SAP Business One, improving efficiency and customer service even more.

"I always thought SAP was for big companies," says Martyn, summing up. "But my attitude has changed completely. **I am convinced we made the right choice in selecting SAP Business One and Signum Solutions**, and I would definitely recommend them both to other companies who want to improve their business."

Signum are long-standing SAP Business Partners that specialise solely on the Business One solution for small to medium sized businesses. Industry sectors where the business offers a unique and proven solution are: wholesale, food and beverage, chemicals, food service and apparel. With offices based in the North of England and in the Midlands, Signum Solutions has over 50 customers and focuses on providing industry leading, affordable ERP Solutions alongside expert knowledge and implementation experience, to SMEs in all of its chosen key industry sectors.

Contact Signum Solutions on 01244 676900 or email enquiries@signum-solutions.co.uk.

Alternatively, visit the website for more information www.signum-solutions.co.uk

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