

AN INTERVIEW WITH:

Craig Lewis,
Commercial
Director –
Creative
Distribution

Hosting SAP Business One with Signum Solutions has been a game changer for leading B2B video game distributor, Creative Distribution. The company's increased flexibility helps it better respond to clients' needs, while its efficient business processes help it serve customers more effectively. Find out more about the business and how it has coped with its remarkable growth, from our interview with Creative's Commercial Director, Craig Lewis:

Q: Tell us a bit about Creative Distribution:

A: Creative Distribution was formed back in 2003 and was focused at the time on being a Video Games Distributor. years later Creative is STILL a Video Games Distributor, but also owns a Video Games Publishing Company, manufactures toys, AND sells direct to consumer offering our partners full E-commerce solutions.

Q: What does Creative's customer base look like?

A: Traditionally focusing on B2B Sales we were largely dealing with retailers both bricks & mortar and online. Although still dealing actively with these customers ranging from small independent companies all the way up to the world's largest retailers, we also deal direct to consumer, so it's a very broad customer base.

Q: What makes Creative Distribution different to similar companies?

A: We are privately owned, and all owners work inside the business. This means we can adapt and change dynamically and are able to diversify in the direction we take the business forward very quickly.

Q: How has the business coped with such fast and significant growth?

A: The company BOOMED during the 2008 and the following years, growing our staff count from approximately 15 to 75 during that period. We have not seen such large growth since then but managed to cope with this change by adding more staff, larger warehousing, and finally better systems.

Q: How has migrating to a hosted solution been of benefit to Creative Distribution?

A: Previously we held ALL of our IT in house, this was good initially, but meant that over time our systems grew outdated as they were not being actively managed by experts in the field. Working with Signum has meant we are now using fully up to date solutions and have experts on hand to help us evolve and grow as our business changes. Not having sole responsibility for our IT systems has allowed me to spend more time pushing the business forward, rather than having to maintain what we already had in place.

Q: Have you found the platform to be reliable and available when you need it?

A: We have been on the hosted platform for over 6 months now and have had 100% uptime! The initial migration was challenging as we were moving from 10-year-old systems, but Signum and their team worked hard to ensure the transition was as smooth as possible.

Q: Do you like the fact that you can access the system from anywhere and on any device?

A: Our previous system was only accessible using a Remote Desktop, the new setup put in place by Signum allows us a LOT more flexibility. This includes Remote Desktop access (as before) but also the flexibility of using SAP delivered as an APP and Cloud Based access! This means we are no longer restricted to having to access our systems from pre-configured machines and has been of great benefit during the last six months.

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Q: How easy has it been to scale up when you've needed to add additional users to the platform?

A: The system and pricing are setup on a PER USER basis, so adding new members of staff is incredibly quick, and there are no hidden costs. In short, VERY easy and cost effective.

Q: Have there been any issues, if so, how quickly do they get resolved?

A: Once we migrated to the new platform there were some initial performance issues, this was mainly due to our Intense use of SAP and many of our customisations that were carried across from the legacy system. Signum worked hard to identify these issues and optimise our system so the performance level increase.

Q: What's the feedback from users? Are they generally happy with the performance?

A: You generally only hear from staff when there are problems! I am happy to say I get far less complaints now, compared to before we moved.

Contact Creative Distribution:

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