



Drew Marine Signal & Safety

Drew Marine Signal & Safety supplies 75% of the global commercial marine pyrotechnic market with its Comet and Pains Wessex brands. In business for over 100 years, they now supply a range of marine distress signals to distributors in over 70 countries.



“After we implemented SAP we found we couldn’t readily get at the information we needed.

Our sales managers needed fast access to sales and margin data by customer with profiles of their purchasing patterns. The UK head office needed to maintain budgets and track performance. Our group office in the US needed access to our system. We bought **mrc** m-Power to solve all these problems.

Our sales managers now check the latest data about key accounts in a taxi from the airport to a client’s offices. They can also show data in real-time on tablets while sitting with the client discussing their account. This keeps everyone on the same page and helps us really understand our customers.

Our finance function has replaced a manual group of spreadsheets for maintaining forecasts and budgets with a flexible web solution. We can even see forward ordering profiles – to help see and manage any problems before they even happen.

All our directors can now understand and answer any questions about the business. Meetings are now about running the business, not simply reviewing the past.

mrc have a really helpful can-do attitude. They helped us to drive the project through to a successful completion.”



“We can get all the information we need on any device without even logging onto SAP!”

*Claire Newland
Director of Global
Business Development*