

Dams International Ltd.

A case study from **mrc**

An industry leading office furniture manufacturer fights the struggling economy with new technology, opens up new revenue stream.

The Basics

DAMS International Ltd opened in 1967 and has since grown into one of the largest and most progressive office furniture manufacturers in the UK, with nearly 600 employees.

The Challenge

Dams faced a few problems with their discontinued stock warehouse:

1. Customers couldn't access or purchase anything directly from their discontinued stock warehouse.
2. Since customers couldn't view inventory, Dams' telesales department spent roughly a quarter of each day checking stock levels for customers.
3. To top it all off, the offline website developed to manage the warehouse couldn't communicate with the main ERP system, so stock levels and products available were impossible to keep up to date.

It was all a very slow and manual process that resulted in wasted time and more importantly, lost revenue.

The Solution

In response to DAMS' needs, Adam Flynn of mrc (UK) LTD created a fully-functional, secure b2b extranet site in just 7 days. "It was amazing how fast it was created", said John Smith, Dams' IT Manager. "That would have taken many months with our current ERP provider." The new b2b extranet automatically updates DAMS' ERP when new orders are entered, provides accurate stock levels in real-time, and allows customers to:

1. Purchase from the discontinued-stock warehouse,
2. View current inventory levels,
3. Track orders online,
4. Run reports online and see current, up-to-the-second data.

Smith is impressed with m-Power's speed, flexibility, and simplicity. "m-Power has answered all our concerns", "It is simple to use and delivers live, up-to-date data. It is the glue between so many sources of information and solves so many different issues."

The Value

In a time when many companies are reacting to the struggling economy with layoffs, DAMS International invested in new technology, and is already reaping the benefits. For example:

They opened up a new 24/7 sales channel.

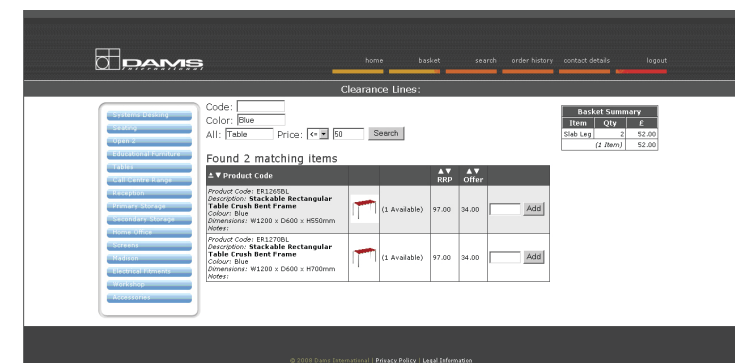
DAMS went from a slow manual process only available during business hours, to a fast, automated process available 24/7. According to Smith, the new revenue created with this b2b extranet will pay for the cost of m-Power all by itself.

They became more efficient.

Their customers can now check inventory, run reports, track orders, and make purchases online. Since everything is automated, DAMS' telesales team can focus on selling, and their staff no longer has to be involved in the order process.

DAMS International is feeling pretty good about their new revenue stream and efficient processes in this economy. "We are in a great position now, with m-Power," said Smith, "and when the economy recovers we are going to be in really great shape."

Example



Dams' new b2b extranet for their discontinued stock warehouse