

Case Study: Trespass International Sportswear

Trespass achieves substantial growth with new integrated business management software

Overview

Customer: Jacobs and Turner Limited, t/a Trespass International Sportswear, is a leading designer, marketer and distributor of sportswear geared towards outdoor activities. Headquartered in Glasgow, it produces and sources its products worldwide, and has retail outlets throughout Europe.

Situation

Both the Wholesale and Retail business systems were inflexible and there was no real upgrade path or assurance of long-term support. Trespass had major expansion plans for its Retail division and decided that the replacement of both systems was a key business priority.

Solution

After detailed comparison of many options, the Trespass management team selected Microsoft Dynamics AX because of its familiarity, flexibility and configurability. They chose Integrlys Solutions to implement the system based on their years of industry experience and strong local presence.

Benefits

- Increased operational efficiency
- Complete visibility of accurate real-time information
- Cost savings and improved business processes
- Improved employee efficiency and productivity
- Enhanced customer service
- Improved flexibility and adaptability
- Local support providing experienced and timely implementation resources.

“With Microsoft Dynamics AX, Trespass now has a secure, robust and future proof business system which can be used to develop and grow our business going forward.”

Ian King, Chief Financial Officer, Trespass

Situation

Trespass had major growth plans but lacked modern business management software to support their expansion.

Established in 1938, the business was originally involved in the design and manufacture of workwear and other protective outerwear for local businesses and public services.

In the early 1980's the company recognised a growing demand for "value for money" winter wear and sportswear to meet the expanding ski and snow sport market. The Trespass brand was created to fulfil this need. Through aggressive marketing the company grew its share both in the UK and Europe, and it is now recognised as a major brand in this market. In 1998 the company launched its surf and street product range to provide a year-round lifestyle brand.

As with all successful textile businesses, the company understood that manufacturing in the UK was not sustainable in the long term and throughout the 1990s production and sourcing moved worldwide but in particular to the Far East. The company has established long-term relationships with a significant number of production facilities overseas and is

able to offer competitively priced products to its growing number of customers worldwide.

In 1998 the company embarked on a gradual opening of its own stand-alone Trespass retail shops in the UK and major European cities.

In January 2000 the company relocated to its new purpose-built design and distribution centre in the heart of Glasgow and in August 2004 completed a major expansion of this facility, tripling its warehousing capability.

Trespass had ageing IBM AS/400 and DOS-based systems running its Wholesale and Retail divisions. The systems lacked flexibility and there was no real upgrade path. The Retail division's old DOS-based systems had limited functionality and could not provide accurate or timely information. Trespass was planning to grow the Retail division from 40 outlets to over 100 outlets in the UK. The business decided the time was right to replace both the Wholesale and Retail systems and to implement a fully integrated solution that would satisfy all of their requirements.





The combination of Microsoft Dynamics AX's ease of use, flexibility, fully integrated central database and automation of business processes has enabled Trespass to become a lot more efficient, productive and reduce costs throughout the business.

"Per season, the Trespass buying cycle has now been shortened by up to four weeks from six weeks to two weeks. This means buyers can now place orders much more quickly, monitor their orders in production, orders can be received earlier and sales co-ordinators can now improve customer service by providing accurate and timely information whenever they are speaking to customers."

"To update price lists used to take 10 people 20 man days. This can now be done by one person in a day."

Solution

Trespass evaluated a number of industry-specific packages for both their Wholesale and Retail divisions. After comparing many options the management team selected Microsoft Dynamics AX for its ease of use, functionality and flexibility to match their growth with their business plan. They chose Integrys Solutions to implement the system based on their years of industry experience and strong local presence.

For their Wholesale division, Trespass rejected industry-specific packages, which offered a lot of the required functionality but lacked a good user interface and flexibility. Instead, Trespass favoured Dynamics AX, which has the core functionality required but is also user-friendly, simple to configure, integrates well with other Microsoft products and, importantly, was seen as a 'future proof' investment.

For the Retail division, Trespass chose a Microsoft-based 'best of breed' Retail Apparel solution from Eurostop, a UK company. The systems link seamlessly as they are both based on Microsoft SQL server databases.

Dynamics AX provides the Trespass Wholesale division with a solution for their entire supply chain management requirements. Functionality includes a rapid sales and purchase order entry matrix, warehouse and stock management, automated electronic purchase orders, automated stock allocation, financials and automated links to Customs and Excise.

The Retail division solution provides up-to-date Point Of Sale terminals at the Retail outlets. These link to a central head office system that is seamlessly integrated with Dynamics AX, which receives orders to replenish stock for each of the Retail outlets. Dynamics AX controls warehouse and stock management for both divisions.

Customisations were developed in the key business areas of sales and buying. Buyers can now place orders much faster and sales co-ordinators can improve customer service through accurate and timely information.



“Dynamics AX has a strong element of flexibility. For Trespass to become more efficient and productive, it was important to customise our sales and buying processes. Rather than software dictating our business, using Integrys’ detailed knowledge of our requirements combined with the inherent flexibility of Dynamics AX, we now define how we want to run and develop our business.”

Ian King, Chief Financial Officer,
Trespass

“Dynamics AX has significantly cut down the time taken to produce financial statements. With the expansion of the business, producing profit and loss statements for each cost centre in SAGE was proving an ever increasing drain on my time as the same operation had to be performed for every cost centre. In Dynamics AX profit and loss statements for all cost centres can be generated by executing a single operation and is completed within seconds.”

Donna Carroll, Accountant,
Trespass

Benefits

Increased operational efficiency

The integrated system now manages all inventory and supply chain management processes. Major operational efficiency and productivity improvements have been achieved through streamlining and automating business processes and eliminating duplication of effort. For example, the allocation routine is now an automated overnight process rather than a full-time job.

Rapid implementation supports expansion

The Retail division can rapidly replicate their business model when they need to expand into new regions or grow through acquisitions. A recent acquisition, Nevisport, was moved onto the new system in under three weeks.

Visibility of information

Trespass can now access real-time, up-to-date information across the entire business. For example, while entering orders, sales co-ordinators now have immediate visibility of all in-season stock information. Customer service has improved as the system is now a dynamic tool to enhance sales co-ordinators’ ability to add value, maximise sales opportunities and satisfy customer requirements. Associated information can now be viewed from one screen such as stock views to see the full sales, purchase and stock history per style.

Cost savings

The financial system is now fully integrated with the supply chain making it far easier to perform currency reconciliations showing operating profit. Operating in a multi-currency, multi-country environment, calculating gains and losses used to take up to eight days a month, whereas with the new system it can be done the same day. Now the finance team uses their time to analyse business data and add value rather than re-key data.

Improved employee efficiency

The new system offers a single view of customer data, enabling employees to access relevant information easily on one screen, and many processes are now automated. For example, to update price lists used to take 10 people 20 man-days. This can now be done by one person in a day. Sales co-ordinators can now save time by running dynamic queries on stock levels in response to customers’ and sales agents’ queries enabling far enhanced customer service and satisfaction.

Local support providing experienced and timely implementation resources

Based in Central Scotland, Integrys has extensive industry experience and was on hand 24/7 to do the implementation and respond rapidly to queries. This resulted in a speedy, hassle-free implementation which went live in nine months from the start-up phase.

In the next phase of the project Trespass plans to roll out advanced warehouse automation, web-enabled customer order entry portals and local language documentation for enhanced customer satisfaction.

Flexibility

Trespass can now be much more reactive and responsive to customer demands. The system is very easy to adapt and configure for new business requirements. Real-time information can now be easily accessed by all appropriate people including Trespass personnel, customers and sales agents. Integration with other products (such as the Langdon Customs and Excise System) is also very straightforward, which saves further time and money.



About Integrys Solutions

Integrys is Scotland's leading Microsoft Dynamics AX provider, delivering fully integrated solutions within the manufacturing, logistics and distribution sectors.

Integrys delivers Lean-Thinking business solutions that optimise the supply chain, streamline and automate business processes and enhance business productivity - all of which are based on familiar Microsoft technologies.

We specialise in helping our clients to optimise the use of the extensive standard capabilities within Microsoft Dynamics AX, delivering solutions that are easy-to-use, flexible and scalable according to our clients' specific requirements.

Integrys helps its clients consolidate multiple non-integrated systems on to one central system. At the touch of a button, this enables our clients to have easily accessible, accurate, up-to-date management information for informed and consistently reliable decision-making

Integrys helps its clients to bring their people, business processes and technology together, radically improving efficiency in business-critical areas such as production control, warehouse management and stock control.

Integrys works in close partnership with its clients, providing the highest levels of service in terms of strategic IT advice, expert business and application software knowledge, prompt technical support and customer service to meet and exceed expectations.



Integrys clients include:

Aerospace Machining Technology
Fispak
Ingram Brothers
James Fleming & Co Ltd
Labelgraphics (Glasgow) Ltd
Moorbrook Textiles Ltd
Rosti Technical Plastics
Semex Ltd
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