

Professional, Welcoming, Approachable

Charles Birch Ltd

Charles Birch Ltd, a family run business, has grown considerably since it started in the 1960s through acquisitions to become today's leading British, independent wholesaler of shoe repair components, key blanks and machinery, watch accessories and engravable gifts and awards in Europe. The founder's son, Chris Wilson, is now the Managing Director and works with over 40 staff based in their warehousing and distribution centres in Leeds and Southend on Sea, including a large mobile sales team.

With their feet firmly on the ground, we just couldn't resist the pun, the team is very proud to serve the trade industry; shoe retailers, shoe repairers and shoe makers with soles, laces, key machines, shoe care products as well as an in-house bespoke engraving service for signs and awards.

The company, like most, relies heavily on the right hardware and software to keep their operations running for their payroll, accounts, orders, stock inventory, emails, server, computers printers, and website. The management team has always had the foresight to seek specialist external IT support for these services. When their support was no longer available, it was a huge wake up call. Firstly, they needed a company who could provide ongoing support regardless of personal circumstances and secondly, infrastructure flexible and robust enough to support their evolving business needs.

"DCS had the resources to support the company which were right for us: IT support, hardware and software."

How did Charles Birch choose DCS, iQ & Pegasus Payroll?

It was brought to director David Macdonald's attention that an ERP System would be the answer and he kept hearing about Intact iQ and Deans Computer Services. After speaking with local companies and seeing iQ 'in action', he was so impressed that the company decided to explore it on a trial basis in-house and contacted Deans Computer Services.

Why DCS?

"As soon as I sent an email enquiry through to DCS's website, their account manager, Neil Turton called me the same Friday afternoon. I knew this was a good sign and it was going to be the start of a good working relationship"

"The DCS team are professional, personable and have an honest approach."

"DCS could provide us with everything we needed – IT support, an ERP System as well as payroll software"



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Benefits of Moving to Intact iQ & Opera Payroll

It was clear that the business needed to improve their stock control and more importantly adopt a transparent system which eliminated frustrations of extracting key information from the system - 'efficiency' was the key driver.

David expressed that the transition of moving to new software and hardware was well supported, with Neil, Sandra and the rest of the DCS team who continue to work closely with an appointed member of staff in-house.

Benefits of iQ from Intact and Pegasus Payroll

Flexibility

For instance, being able to email payslips.

Scanning documents

"I didn't believe that a system could reduce paperwork but looking around my office now, it's clutter free since we use the document scanning software – efficiency is definitely the keyword around here", according to David.

Reporting

Speed to produce reports and the sales team have been impressed with the real-time reports.

Integration

Receiving and scheduling orders as well as booking in stock is quick and easy, now the website is better connected to the ERP System which can support multiple sites – everyone is benefiting!

The Future

This is just the beginning of business efficiencies, as Charles Birch has a two year phased programme and will soon explore the additional functionality of the ERP System now they have consolidated recent changes. The next steps will include:

- ◆ Barcode scanning
- ◆ Integrating emails with the sales team and
- ◆ Exploring the mobile app.



"During my 25 years of service to date, my defining moments include our new website, moving to our premises in Leeds in 2002 and installing iQ from Intact" **David Macdonald—Charles Birch Ltd**



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