

Bladebrook

Computer Services Limited

**Bladebrook
Focus:
Customer
Collaboration**



**Client Focus:
Thresher
Group
Case Study**



**Bladebrook
News:
Recent
Events**



Software **solutions** for business

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FOOD AND DRINK SUPPLY CHAIN OF THE YEAR AWARD

Thresher Group and its logistics partner JF Hillebrand scooped the Best Food and Drink Supply Chain category at the 2003 Motor Transport Supply Chain Awards

Bladebrook Computer Services Limited played a crucial role in the development of the pioneering Integrated Supply Chain Management System. Turn to page 3 to read a detailed case study.

Bladebrook Services:

- Consultancy
- Project Management
- Analysis
- iSeries Software Development
- PC Application Development
- Internet & Web Applications
- Documentation
- 24x7 Support Service
- Training

Free Gift

Bladebrook Computer Services are giving away stylish Desk Top organisers.

These are ideal for storing all desk top items such as pens, pencils, scissors, rulers etc.

A large LCD screen also displays the Day, Date and Time and has additional facilities for Stop Watch, Counter and Temperature Display.

To order, please e-mail your details to:

jason.nemits@bladebrook.com

Welcome to Bladebrook News

We would like to take this opportunity to wish you all a very Merry Christmas and A Happy New Year.

With the end of 2003 almost upon us we would also like to thank our existing client base for their continued business and support.

We look forward to building on these successes together in the future.

Survey after survey suggests that IT spending is being cut across the board.

However, many organisations still see technology and innovation as vital. It helps to create competitive advantage, boost productivity and reduce costs.

Technology investment must, however, be intimately linked to long-term business strategies.

Throughout 2004 Bladebrook will continue to be at the forefront of modern technology, providing innovative solutions to the problems faced by today's successful businesses.

Software **solutions** for business

Designed with *passion* Delivered with *pride*

Visit our web site: [http// www.bladebrook.com](http://www.bladebrook.com)

Bladebrook Focus: Customer Collaboration

What is Collaboration?

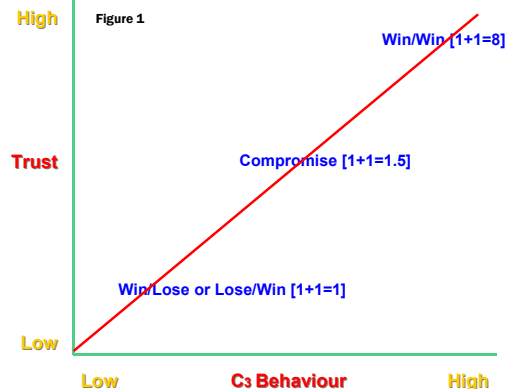
Collaboration simply means “*Working in Partnership*”. It is a term that is often used but rarely put into practise.

Recent studies have shown that businesses who collaborate effectively are often more successful than those that operate in isolation.

Bladebrook Computer Services is committed to developing long-term relationships with clients through successful collaboration.

For us, this involves focusing on the C3 principle: Cooperation, Coordination and Commitment to our clients. (see Figure 1)

The C3 Principle



What is needed for Successful Collaboration?

At Bladebrook Computer Services we recognise there are a number of factors required to build a successful collaboration.

We appreciate that every business has its own unique characteristics and requirements. So the first step towards a successful collaboration involves developing a clear understanding of your business.

Using excellent communication skills we will listen and talk to all members of your team to achieve this objective.

We actively encourage frequent, interactive, open communications across all levels of the customer/supplier interface, especially on performance reviews and continuous improvement of services and business processes.

This free-flow of information is vital to developing strong long-term customer and relationship satisfaction.

We know a great deal about individual customers and interact routinely and intensively with them.

Here at Bladebrook Computer Services we pride ourselves on providing this level of cooperation and commitment to all our customers - it is one of our key strengths.

Studies have found that by focusing on the C3 principle (see Figure 1) the levels of trust within the business relationship grow.

Bladebrook strives for successful collaborations to further enhance the win/win situation.

Bladebrook’s Partnership Focus



TECHNO TALK

Bladebrook’s Managing Director, David Leadbeater is responsible for developing customer relationships.

Having been in the IT industry for over 30 years, David has the knowledge and experience on which to base this role.

“Building long-term business relationships is a fundamental part of the Bladebrook service,” he explains.

“By continuously collaborating with our customers at all levels we gain an in-depth understanding of their business - this is the key to success,” David concludes.

If you would like to find out more about Bladebrook’s partnership development program please call David on: **01925 851549**

THRESHER GROUP WINE SUPPLY CHAIN



threshers wine rack victoria wine bottoms up haddows huttons drinks cabin

“Bladebrook Computer Services and the Thresher Group has a long association going back some 10 years.

During this time the Thresher Group have called upon Bladebrook’s services on several occasions to develop both core and ancillary system solutions which have enabled us to manage our business better.

It was therefore a logical step for the Thresher Group to call upon the services of Bladebrook once again for the wine supply chain project.

The milestone plan for the roll-out of the project was very tight. Bladebrook, in a very professional manner developed, built, tested and implemented a robust interface between Thresher Group core systems and those of our project partner JF Hillebrand. The interface has ensured the speedy transfer of key product forecast, sales, stock and open purchase order data needed to manage the project, without the need for the Thresher Group to modify any of its core systems or those of JF Hillebrand.

The project has been a great success and a warm thank you to the Bladebrook team is well deserved.”

**John Wickham
Supply Chain Development Manager**

Thresher Group



The Customer

Thresher Group is the UK’s leading independent specialist drinks retailer and fifth largest private retailer, operating around 2,000 stores and employing over 15,000 people across the United Kingdom.

The company, which serves over 150 million customers per year, operates under several different

fascias, within two distinct business units of 1,400 ‘wine-led’ stores and 650 ‘drinks retailing’ stores.

The ‘wine-led’ business unit incorporates Thresher and Wine Rack stores, while ‘drinks retailing’, includes Victoria Wine, Bottoms Up, Drinks Cabin, and in Scotland, Haddows stores.

The Problem

Wine is a major sales market for the Thresher Group. However, over time the supply chain had become unreliable and below the standard required by the Thresher Group, driven by:

- Excessively long lead times between order and shipment
- Complex administration and flow of Government Export Documentation in some source countries
- Frequently missed shipping dates

In January 2001, the company began a comprehensive business turnaround process, which presented a number of complex challenges to the business.

The supply chain and supplier relationships needed radical overhaul to improve efficiency and increase value.

The Solution

The process of change within the supply chain focused on:

- Ensuring the supply chain supported the business strategy
- Optimising supplier relationships through the supply chain
- Using business intelligence to improve supply chain performance
- Warehouse Inventory
- Demand Forecasts (rolling 52 weeks)
- Open Supplier Purchase Orders
- Sales
- Warehouse Receipts/Outbounds

The consequent wine pipeline project was a new international supply chain initiative in conjunction with beverage logistics specialists JF Hillebrand, which represents a first for the drinks industry.

The pioneering move sees the Thresher Group working more closely than ever before with suppliers to source product more efficiently, more quickly and more cost effectively, resulting in a dramatically different end-to-end supply chain.

To manage supply chains effectively requires business intelligence to be shared, such as:

Bladebrook Computer Services worked closely with the Thresher Group and JF Hillebrand project team in the design and development of the business intelligence application that ensures the weekly transfer of the above key business intelligence between the Thresher Group and JF Hillebrand core systems.

The sharing of this business intelligence within the supply chain allows suppliers to better predict their own production needs and better manage production schedules, resulting in shipments that accurately reflect sales demands.

50th Birthday Celebrations

Bladebrook Computer Services analyst/ programmer, Jim Watkinson recently celebrated his 50th birthday.

Jim has been with Bladebrook for 7 years and is an invaluable part of the development team.

Jim, who also likes to be known as Highly Trained Athlete, received some lovely gifts including Flossy the blow up sheep and a puncture repair kit.

A lavish party was held at the local Chinese Restaurant.



HAPPY 50th BIRTHDAY
Congratulations from everyone at Bladebrook

Visit Us

If you would like the opportunity to visit Bladebrook Computer Services, meet the team and get a better understanding of what we are about.

Then call us on:
01925 851549

We will be happy to arrange a visit on a date and time that suits

Next Issue

The next issue of Bladebrook News will focus on the following topics:

- Justifying the business case for your IT spend
- Latest Case Study
- Updates on recent Tenders
- Latest Nexus News
- Plus much more

Sponsorship

During 2004 Bladebrook Computer Services Ltd will continue to raise much needed money for its chosen charity - The Leukaemia Research Fund.

Over the years we have raised thousands of pounds by taking part in events such as The London Marathon.

How To Contact Us

If you think that Bladebrook sounds like the sort of company you can work with, and you want to know more about any aspect of the Bladebrook service, then please contact us – we'll be ready to *listen* to your needs, *talk* about your requirements and *act* to provide you with solutions.

You can call us on **01925 851549**, or e-mail:

Dave.Leadbeater@Bladebrook.com (Managing Director)

Stephen.Finchett@Bladebrook.com (Technical Director)

Jason.Nemits@Bladebrook.com (Sales Manager)

Or write to us at;

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