

Tayberry saves £50k in under 12 months thanks to IRIS Exchequer

When G H Tayberry & Co went live with IRIS Exchequer in July 2008, little did they know that they would see such dramatic improvements in efficiency and accountability in less than one year.

The Tayberry brand was founded in 1997, when brothers Jeff and Philip Stainton decided to bring quality garments, accessories and footwear to all, at affordable prices. The successful clothing and footwear company chose to adopt IRIS Exchequer as part of a business transformation programme designed to improve operational efficiency.

IRIS Exchequer manages the back office processes for Tayberry, whilst also integrating with the specialist system Minisell, used by the field sales force. "IRIS Exchequer has dramatically improved both the efficiency of orders, the speed with which they are dispatched and the accountability," comments General Manager, Beverley Ross. "It allows staff on the road to access up to date stock and customer information via the Minisell device, which reduces time spent by the sales office inputting data and answering questions."

Tayberry has experienced rapid growth over the last few years, which created its need for a specialist financial management solution suitable for the wholesale and distribution sectors. The organisation wanted to be able to handle larger customers with more sophisticated needs, which meant investing in a solution that could support business growth, as well complex discounting and stock matrices.

The powerful reporting capabilities of IRIS Exchequer have delivered the greatest changes at Tayberry. The team have created in excess of 50 individual reports that are used very regularly by accounts/sales/buying and other personnel.

Each report allows easy access to information that previously would have been manually generated. This not only saves untold hours of data entry time, but has had a huge impact on the sense of teamwork as everyone at Tayberry works together better with accurate and accessible information.

Beverley continues, "The reporting functionality of IRIS Exchequer has been positively life changing! I can effectively analyse both our financial and sales information, which has led to much smarter buying on our part and earlier identification of any business issues. The immediate availability of this information is of paramount importance and the ability to email it to external staff is a real bonus - this is particularly evident with free stock reports and sales figures."

Tayberry also makes use of the Sentimail module, which brings the team proactive and reliable business alerts via email and SMS. This allows the sales staff to check they are meeting set targets each day, see levels of credit requests raised and identify any issues. Previously they would have had to approach accounts for the information to be generated through SAGE, which was a time consuming process.

"Sentimail is so useful as it allows us to offer a better and more efficient service to our customers," comments Beverley. "All information is emailed to sales staff out in the field, so they can check which orders have left the building each evening and resolve any issues. We are planning on using Sentimail for more automated reports in the future as it is working so effectively for us."

In the past, manual processes dominated many of Tayberry's accounting functions. The removal of these manual processes has had significant cost and time-savings for Tayberry.

Beverley concludes, "IRIS Exchequer has facilitated further business growth by decreasing the data inputting work and increasing the time staff can give to new sales opportunities, delivering savings equivalent to £50k in just 10 months! Our experience of working with IRIS has been exceptional and we intend to maximise the benefits of the solution now and in the future via additional modules such as Sentimail."

To see how other organisations are benefiting from implementing IRIS Exchequer please visit www.irissql.com/case-studies

Solutions that deliver



Tayberry



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