

CASE STUDY

SAGE 200

▶ AVEC CORPORATION

Sage Business Partner



SAGE 200 SUPPORT FROM PINNACLE SPEEDS UP BUSINESS-WIDE GROWTH AND EFFICIENCY FOR HEALTH AND BEAUTY DISTRIBUTOR



CLIENT PROFILE

Established in 1991, The AVEC Corporation Limited is a distributor and supplier to the professional hair and beauty industry.

Selling high quality professional hair and beauty products for trade professionals exclusively in to wholesalers, the company boasts a broad spectrum of brands including colour, haircare and styling, salon essentials and scissors.

With a turnover in excess of £5 million, a team of 13 and a 23,000 sq ft warehouse near Glasgow, AVEC supplies most of the leading wholesalers in the UK and Ireland as well as exporting to Europe.

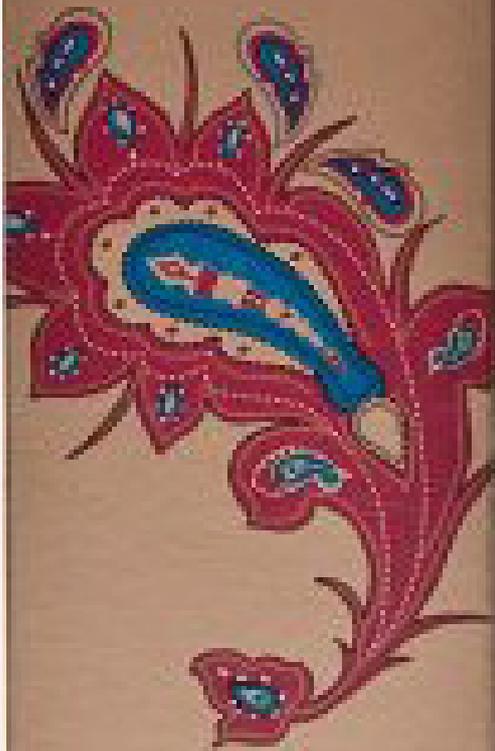
The business wouldn't be where it is today As the general manager of AVEC, Alan Revitt, explains: "The business wouldn't be where it is today without Sage 200 and the on-going training and support from Pinnacle."

Hired in late 2015 to grow the business as fast as possible, Alan implemented various strategies to expand the breadth of products offered. As well as rebranding existing products and broadening ranges, new brands were also introduced. This resulted in the company outgrowing its 10,000 sq ft warehouse.

In 2017, AVEC took the opportunity to more than double its warehousing footprint by moving to a unit literally next door and by the end of 2018, the company realised it needed to review its Enterprise Resource Planning (ERP) software. Primarily driven by the need to improve its warehouse management but also to address the analytical gaps that prevented the business moving on to the next level.



FarmaVita



Life Color F
Professional
Balanced Formula
Hair colouring cream - Excelsa HP
Crema colorante per capelli - Excelsa HP

100ml e Net Wt. 3.38 FL. Oz.

“Our previous system was relatively straightforward, it ticked most of the boxes but Sage 200 along with Pinnacle’s support, face-to-face training and webinars have helped”

Life Color Plus

Professional
Balanced Formula

Hair colouring cream - Excelsa HP
Crema colorante per capelli - Excelsa HP



100ml e Net Wt. 3.38 FL. Oz.



FOUR WAYS SAGE 200 WITH PINNACLE TRAINING AND SUPPORT HAVE CHANGED HOW AVEC OPERATES

IMPROVED WAREHOUSE STOCK MANAGEMENT

The most fundamental improvement to the way AVEC now operates is its stock management in the warehouse. Sending out 100 pallets of stock a week, the company was already using hand held terminals for picking but wanted to enhance the performance of its team.

Integrating two complementary solutions Sicon, Barcoding and Warehousing, and Sicon Distribution, both supported by Pinnacle, a product can now be recorded in multiple locations and, importantly, is locatable.

At a simple level, AVEC has moved over to virtual inventory, no longer undertaking an annual stocktake but instead, operating on perpetual inventory. This means regular cycle and correction counts, with every item of stock counted at least every quarter.

AVEC General Manager Alan Revitt said: "We knew we didn't need a full Warehouse Management System (WMS) but now we can locate the stock quickly, it's so much easier.

"Also providing flexibility for the warehouse team, stock can be counted in two different ways – either by going to a bay in the warehouse and comparing what the system says is there with what actually is there or, identify all the locations where the product is found and doing a full count of the item. Stock accuracy is much improved, as is the reporting of our inventory as we can look at stock by bin and bay or regular stock by item."



DATA ENTRY THAT USED TO TAKE TWO PEOPLE UP TO THREE DAYS, IS DONE IN 15 MINUTES

Another game changer is the ability to capture orders electronically and upload them automatically, without the need for manual data entry.

Take one customer that now has over 50 shops and orders between 200-300 lines per shop; one order can total in the region of 13,000 lines. Not only was the data entry a manual process, taking two people up to three days, but it also exposed AVEC to clerical errors.

Now using Excelerator for Sage 200 by Sage ISV Codis, which acts as a direct two-way interface between Sage 200 and MS Excel, the customer provides the order as a .csv file in a pre-programmed format. The software validates the order and item codes, automatically uploading into Sage in about 15 minutes, exactly as the customer provided – any mistakes are theirs not yours. This time saving has allowed AVEC to focus on improving in other areas

SMARTER AND FASTER BUYING AND REPLENISHMENT DECISIONS

The buying and replenishment process of the business has also seen improvement, which previously was challenging to manage in the Sage 50 environment.

Often managing up to 1,000 products with many coming from the Far East, resulting in significant lead-times and high minimum order quantities, buying and replenishment decisions are crucial. It was a lot for the AVEC buyer to manage manually, as high volume orders need to be placed, infrequently. Providing the business with basic Materials Requirements Planning (MRP) functionality, the enhanced visibility of information in Sage 200 has transformed the decision-making process, making it much faster, smarter and more accurate.



IMPROVED BUSINESS INSIGHTS AND ACCOUNTING PROCESSES

Likewise, improved visibility, accessibility and reporting of management and commercial information have been achieved, with easy-to-use dashboards and click, drag and drop functionality. This helps to extract reports and better understand the performance of brands, products, suppliers and customer performance. Pinnacle has supported AVEC with the provision of SQL queries to create comprehensive reports with pivot tables that pull in live data.

Expanding on this, Alan said: **"We can look at sales by category, so for example shampoo, or by brand, because we might have different shampoos in different brands. We can view by customer, time and other variables. It means we have multi dimensional reporting at our fingertips, instead of spending days gathering data."**

From a commercial perspective this helps to identify gaps, risks and also assists with the management of customers, as we are able to provide more insightful data and timely updates, which customers' appreciate.

Alan continues: **"We've also improved our accounting process by the utilisation of better functionality. Our previous system was relatively straightforward, it ticked most of the boxes but Sage 200 along with Pinnacle's support, face-to-face training and webinars have helped us navigate government interventions, like 'Making tax digital', and fundamental shifts in strategy such as Brexit and all the associated uncertainty."**

INVALUABLE TRAINING ASSISTANCE AND SUPPORT

Benefitting from Pinnacle's support has been invaluable especially during the pandemic when the AVEC team was furloughed, which left Alan facing unfamiliar tasks, solo. With not being able to speak with his team, as he normally would Pinnacle proved a lifeline, he describes: **"If you do make a mistake, there is someone from Pinnacle in contact to fix it right away. They are always respectful of people asking any question too, no matter how basic it may seem."**

He adds: **"The help button also gets used quite a lot, which takes you to the online help section. And Sage 200 also offers a mirrored training company, which means you can switch into a training mode and try out what you want in that, rather than in the live environment."**

Pinnacle has also supported with training for new employees. A new Finance and Office Manager joined the business in January 2022. Familiar with Sage 50 but not Sage 200, part of their first week involved a full day's training by Pinnacle with the advantage of it being conducted on site.

The team has also benefited from group training with some also participating in the webinars that Pinnacle has delivered around Brexit and postponed VAT.

Alan concludes: **"As a business, we wouldn't be where we are today without Sage 200 and Pinnacle's support, the team are quick, knowledgeable and efficient – all valued commodities in today's commercial landscape."**



ESTABLISHED 1993