



## LONSDALE'S EVOLUTIONARY MIS BOOSTS PROFITS

Adapt, change and benefit are keywords at Lonsdale Direct Solutions. And what an outstanding result continual adaptation has turned out to be for this Northants based printing company with a 100 year pedigree and a £10 million turnover.

### THE BACKGROUND

Lonsdale is rapidly expanding into new markets, most notably their specialisation in sophisticated mailings and productions for leading clients including charities, retail, leisure industries and large corporate users. Lonsdale customers are looking for a supplier that can handle more than just putting ink on paper. They are asking for a company that can produce bespoke pieces of print, mailings, POS and handle personalised direct mail in small to medium volumes, often with shorter lead times.

### NEW DEVELOPEMENTS

Lonsdale's adoption of an ROI360's Pageflex software 'Storefront' provides a unique range of web to print solutions; customers can now personalise their own variable data printing 24 hours a day via the company's online web portal. The Storefront system is helping Lonsdale to win new business and increase existing customer spend as clients are able to produce a wider range of added services such as local PDF generation and e-mail campaign management.

Lonsdale have seen their turnover increase by £1m each year for the last 3 years as they continue to invest in this new software and digital presses to ensure the expanding needs of their customers are met.

### THE CHALLENGES AND SOLUTIONS

Today, Lonsdale Direct Solutions stands as an example of a company that has grown its business on the strength of the fact that it isn't afraid to ask questions of itself or its suppliers.

Jonathan Marriott, Head of Commercial at Lonsdale takes up the story: "We wanted a Pageflex product that not only provided customers with a wide range of marketing options but also fully integrated into our own systems. Our previous offering simply didn't integrate into our MIS or other software packages. This caused obvious problems and meant that jobs were manually input often



several times throughout the production process. This is where our partner Shuttleworth Business Systems stepped in." Shuttleworth has been Lonsdale's Management Information Systems (MIS) provider for 10 years. Working in association with ROI360 they have implemented a fully integrated workflow from point of order all the way through to print. The integration enables a host of efficiencies throughout the production process as the workflow is fully automated. Clients can enter their jobs on-line and once the order is placed the artwork is automatically attached to a job and everything including, production routes, work orders, purchase orders, paper orders, delivery dates and invoices are all initiated through this exclusive two-way integration. "The administrative input is kept to an absolute minimum increasing the profitability of every job; even the smaller one-off projects which previously were often uneconomic for us to produce", said Marriott.

"As a business we've grown and the ability to integrate our MIS with not only Storefront but other applications has been significant to our success. Even our own packages have connected into Shuttleworth MIS in a very simple process with no huge amounts of work required to develop these link", added Marriott.

CASE STUDY



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### ON-GOING RELATIONSHIPS

Lonsdale continues to benefit from the implementation of a full range of Shuttleworth packages including estimating, CRM and scheduling.

"Estimating Wizard is a relatively new development which we utilised in 2010", explains Marriott. "Previously our estimating was done by a specialised team and often quotes could take longer than customers required. Wizard was a free upgrade to the Shuttleworth estimating module and it has simplified the process immensely. Just about anyone can produce a quote which has speeded up the procedure significantly whilst giving greater uniformity and accuracy."

Through the use of Shuttleworth CRM, Lonsdale has become more quality conscious and environmentally friendly than ever before. Marriott explains, "We use the 'event' application of CRM to log all quality or environmental activity or concerns; anyone in the company can access and input information."

At Lonsdale non-conformities too are linked into the CRM events ensuring that everything is acted upon and analysed so that future incidents do not occur and improvements are made.

This process has helped Lonsdale to achieve ISO14001 and ISO9001 standards for environment and quality. Reports are routinely produced via the Shuttleworth system ensuring that Lonsdale conform to the rigorous inspections and more crucially are able to improve standards across their business.

"Gaining FSC, essential if you want to deal with government organisations, was incredibly easy to achieve as the Shuttleworth MIS manages all the stock and materials details, so the final process of gaining accreditation was completed relatively quickly for us", added Marriott.

Productive and Dataflow - Lonsdale, like many other printers, no longer rely on manual production. Scheduling is done via the MIS with information flowing from print to finishing.

"Productive makes a huge difference to us at Lonsdale," stated Marriott. "Customers now come first. They provide us with a required delivery date, rather than production dictating the delivery of a job. Work is always up-to-date; everyone knows where a job is and when it is required by as the information is constantly fed back to the MIS. Furthermore amendments such as quantities or delivery can be quickly adjusted to fit the clients sometimes changing requirements".

### IN SUMMARY

"Shuttleworth's biggest asset has to be its adaptability", said Marriott. "Shuttleworth is always keen to develop and push the boundaries of their MIS. They seem to be genuinely interested in listening to our own changing needs and that of our customers; rising to the challenge if you like.

A recent example is the exporting of data to produce dispatch labels automatically without manual production. Perhaps not a massive development, but for us it has saved the production of over 100 labels a day and more crucially demonstrates the two-way partnership that has developed between Lonsdale and Shuttleworth.

This connection is vital in order for us to continue our present growth and develop as a profitable business", concludes Jonathan Marriott.

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Head of Commercial

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