



## NORTHEND CREATIVE BUILD STRONGER RELATIONSHIPS



Award winning **Northend Creative Print Solutions** is one of the leading print solution companies in the UK. Successfully trading for 122 years Northend now employ over 50 people in a technologically advanced modern factory, close to the M1 in South Yorkshire.

Their clients range from small businesses to large international organisations and span a multitude of sectors from corporates, education, sports, local authorities, design and advertising.

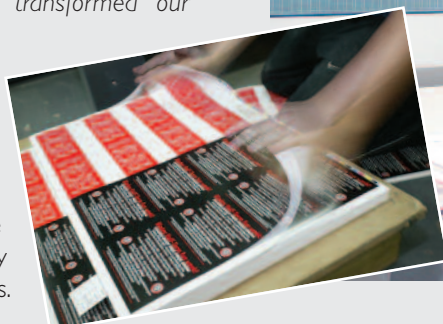
Northend was first introduced to Shuttleworth Business Systems in 2003 through their original Management Information Supplier (MIS), after its acquisition by Shuttleworth.

**Andrew Yate**, MIS Account Manager for Northend explains "When our MIS supplier was acquired by Shuttleworth, we had to ensure that our clients encountered no disruption in service, and certainly in-house personnel had to continue as normal as possible.

After looking extensively at other companies, we were invited to a Shuttleworth Open Day and met with Paul Deane, the Managing Director and his experienced technical support team at their Head Office.

We realised that Shuttleworth were more than just a software company. We began to appreciate and understand the philosophy of the company and how seamless, well planned and hassle free the transition would be. It was thought that no other supplier could match their expertise or depth of knowledge in this sector and their innovative MIS system transformed our business".

Northend use most of the Shuttleworth MIS modules and the latest, **Supply Chain Manager**, is proving crucial in making sure that accurate, cost effective quotes are available quickly from Northend's suppliers.



The new **Supply Chain Management** software is a web based tool designed to enable Printers to electronically send multiple requests for quotes to multiple approved suppliers and automatically track and compare their responses.

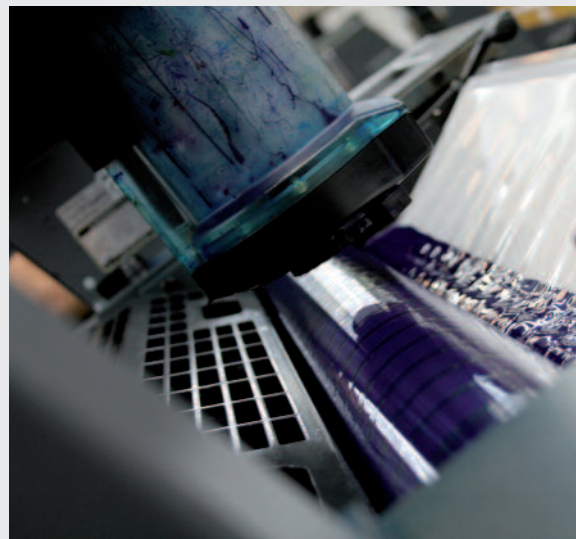
Suppliers are emailed with a request to quote and they log in to the **Supply Chain Manager** to view the exact job specification and enter their prices which are automatically fed back into the MIS system in a grid, for price comparison.

If a supplier doesn't respond quickly enough the SCM software will automatically chase the supplier for a response, taking the hassle and cost out of the whole process.





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Shuttleworth are now working with Andrew at Northend to create an analysis reporting schedule module so that supplier data can be even more accurately recorded. "We needed a more detailed report which indicated which suppliers were consistently not being awarded jobs and for what specific reason. It's not cost effective to be continually asking for quotes from suppliers who never come through for us. After meeting with Paul Robinson, Project Manager at Shuttleworth, he has developed that for us, so now we can fully evaluate all our suppliers and review the ones who do not meet our criteria. Once again, Shuttleworth's have been very responsive to our needs and requirements" added Andrew.

SCM is the first 'software as a service' (SAAS) product from Shuttleworth for the print market. Hosted by Shuttleworth, it requires no additional software or hardware by the user. Request for quote specifications are automatically loaded to the website from the Shuttleworth MIS system.

Andrew went onto explain the importance of this new software, "the *Supply Chain Manager* has given us the opportunity to analyse our suppliers and the services they offer. Ultimately this will enable us to purchase more efficiently and build stronger relationships with our suppliers and make the best decision for our clients".

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*Andrew Yate*  
MIS Account Manager

CASE STUDY

