

Natural Animal Feeds (NAF) trading name of Greencoat Ltd

Sage 50 to Sage 200 Migration Case Study by AlphaLogix



Background

NAF have over 25 years experience in Equine Supplement formulation and manufacture and produce the most respected and well known brand of supplements for horses in the UK today. .

Their team of veterinarian scientists and nutritionists produce natural, high quality supplements, which are fully traceable and are combined to create unique formulas. NAF pride themselves in their unparalleled commitment to quality and are Official Suppliers to the British Equestrian Team, which enables riders from all British Team disciplines to use NAF products.

NAF's head office is situated in the county town of Monmouth, with 70 full time staff and a current turnover in the region of £10 Million.

Reasons for Migrating to Sage 200

NAF first had contact with AlphaLogix (formerly known as Valleyhouse) way back in 2000 when we provided training on their existing Sage 50 system.

By 2005 the company were experiencing speed issues with their Line 50 software and were also aware that they required a more sophisticated and streamlined accounting and stock control system.

Upgrading from Sage 50 to 200 (formerly MMS) was the obvious choice for NAF, the existing accounts system had reached its limit for the number of transactions and users

and was also unable to cope with the unique stock handling and reporting requirements of the client.

NAF has over 400 customers who hold consignment stocks – ‘Scheme’ customers (and over 300 other customers who purchase directly) and there are over 400 stock items which may be supplied on this basis. An additional 1000 items of raw material and packaging stocks are also held.

The NAF area representative collects sales information from the ‘scheme’ customer and submits it back to head office allowing NAF to manage the stock levels at that site, raise sales orders based on the sales and monitor sales patterns.

Previously NAF used Sage Line 50 as their accounting software and a non integrated Lotus database to manage the stock levels resulting in the double typing of sales data into multiple systems, and also potentially risking incorrect input.

Benefits of Migrating to Sage 200 with Consignment Module

The flexibility of the Sage 200 accounting system allowed AlphaLogix to develop a custom solution for NAF that integrates closely into the Stock system and the Sales Ledger that handles these tasks. This allows NAF to move stock from their warehouse to the ‘scheme’ customer’s premises, input the sales figures into the new Consignment module, which then raises credit notes or sales orders.

This solution automatically generates the documentation required to send the ‘scheme’ customer, whilst also using the powerful reporting tools included in Sage 200 to monitor their stock levels and sales trends.

NAF had clearly outgrown L50 which operated slowly and could not hold data history for required periods. In addition to this the “Double keying” into Lotus was costing the company around 0.5 of a full-time job. The Stock adjustments were prone to error and Stock was not up to date. Therefore the client could not implement rolling stock checks at their main warehouse.

NAF’s unique requirements were also quite a challenge for our team of Sage 200 developers and the system has been tweaked and improved over the years to provide

the client with a robust and fully supported Sage 200 system that has been configured to meet their very individual business operating procedures.

'We had clearly outgrown Sage 50 which meant that the migration to Sage 200 was essential for the future of our business. It has streamlined our accounting and administrative procedures and saved us invaluable time, we could never have achieved this degree of complexity within Sage 50 or without the help and support of AlphaLogix. Their team of skilled developers worked hard to produce a bespoke consignment system, which integrates with Sage 200 and works exactly how we want.'

Nigel Oswell MD NAF