

Digital Upscaler

Case Study

North Ridge Pumps Ltd

Sector: Services/facilities

District: Nottinghamshire

Support Accessed: £16k technology grant funding and one-to-one digital technology advice

Propelling interconnectivity: How engaging with the Digital Upscaler project helped North Ridge Pumps Ltd align its IT systems for better data integration.

When North Ridge Pumps Ltd's Pablo Martinez-Moore set his sights on centralising the business's accounts and operations systems to improve efficiency, he identified the need to procure a bespoke, cloud-based customer relationship management (CRM) system. Pablo knew the expenditure required would be substantial. It was crucial to find the best system at the most competitive price, which meant devising a robust tender framework that reflected both his budgetary requirements and his performance objectives.

Having been introduced to the Digital Upscaler project through previous engagement with D2N2 (the Local Enterprise Partnership for Nottinghamshire and Derbyshire), Pablo made contact to find out more about the guidance and funding available.

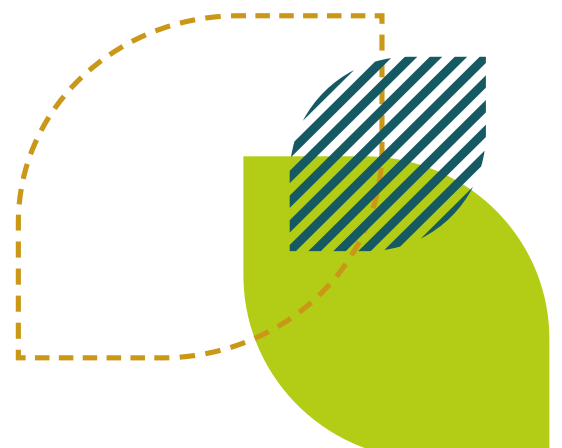
When asked about his experience of working with the Digital Upscaler project's Prashant Gandabhai, Pablo told us this:

"Prashant was really experienced in tender procedures. He was able to guide us and ensure that our process was completely compliant with the regulations associated with preparing and publishing an invitation to tender, including the inclusion of required deliverables, outcomes and service levels."



Key outcomes at a glance...

- All disparate systems throughout the business have been integrated into a central hub.
- Quoting times are reduced from 15 minutes to 5 minutes per quote.
- All designated users across the business have been given access to a central dashboard, enabling them to see each quote's progress at any time, as well as key business and customer information, which can be investigated further with a simple click.



About the business

North Ridge Pumps Ltd is an independent manufacturer and distributor of pumps, originally established 1998. It offers a broad selection of pump types – including centrifugal, multistage and immersed pumps – and it operates in a diverse range of commercial sectors and settings, including food manufacturing, pharmaceuticals, petrochemicals, building services and offshore industry.

The business currently employs a team of nine staff from its base in Nottingham, and with support from strategic initiatives, including the Digital Upscaler project, it has its sights set on ambitious international growth in the coming years.

What were the main IT challenges facing North Ridge Pumps Ltd?

Prior to the investment, North Ridge Pumps Ltd was using a multitude of software packages that weren't fully aligned or integrated. This meant that business-critical data was extracted from a whole host of siloed platforms; this impinged on cross-functional team-working potential and impacted on the ability to share, communicate and enhance efficiency.

Reporting wasn't very visible, and data wasn't transferred between systems automatically.

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Teams are now working much more efficiently. The new system frees up their time for productive activity rather than just data entry. This has had a positive impact on motivation and morale, as menial, repetitive tasks have been significantly reduced. Members of the team are now noticeably more engaged, and the frustration caused by trying to use three disparate systems has been removed. At the end of the day, what this will mean is they're spending much more time with customers, and that can only be a good thing for the business.

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Pablo Martinez-Moore,
Commercial and Marketing Director,
North Ridge Pumps Ltd



The key functions across accounts, quoting, and lead and customer data management were managed on entirely different interfaces. This meant much of it needed to be input three times in three different ways, which led to the risk of errors and inconsistency being much greater, as Pablo Martinez-Moore recalled:

“With the way all the platforms were configured, we weren't able to access the right business intelligence. It just wasn't giving us the information we needed to make informed commercial decisions; for example, what are we quoting on but not getting? Why was that?”

Why did North Ridge Pumps Ltd decide to seek technology grant funding and specialist advice from the Digital Upscaler project?

Pablo was seeking both technical expertise and funding to help him realise his planned improvements and alignment of North Ridge Pumps Ltd's systems. He'd identified that the Digital Upscaler project would be able to provide invaluable assistance in both areas, helping him to scope out the right solution, identify the most suitable provider, and signpost viable funding streams that would be appropriate for a project of this size and nature, as he explained:

“We needed to make a big business change, with minimal disruption, that would provide the best value and best outcomes. We didn't have much experience of the tendering process, so the support we received was a real asset.”



Prashant was a great 'guiding hand' and extremely efficient, and this was particularly important because we needed to turn the project around quickly. The desktop version of the accounting software we were using was coming to an end, so we needed to accelerate a move to a cloud-based solution."

By working closely with Prashant, Pablo and his team gained confidence that they could meet the tight timescales and be up and running in time:

"Prashant really helped us to define requirements and put together a detailed tender invitation that clearly set out the deliverables we were seeking."

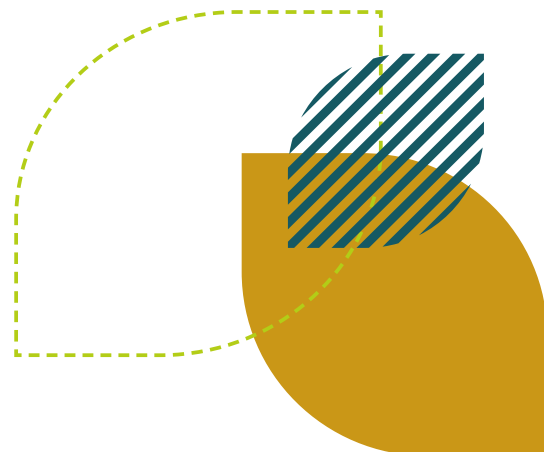
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Working with North Ridge Pumps Ltd was great. From the outset, they knew exactly what they wanted from their digital project investment. They also had a clear understanding of what they were looking to achieve from accessing the support and advice available. I worked closely with them to understand the various impacts of their digital investments, and to be part of their digital transformation journey was a real pleasure.”

Prashant Gandabhai,
Digital Business Adviser,
Digital Upscaler project

Key improvements and impacts

- **Improvement:** Bespoke CRM has been fully integrated through Microsoft Business Central.
- **Impact:** Disparate systems have been ring-fenced and brought together to provide full business visibility and alignment; this has maximised effectiveness across the business.
- **Improvement:** Whilst the previous systems used offered some degree of automation, the new system provides elevated artificial intelligence (AI) and automation functionality, and it will transform the future of North Ridge Pumps Ltd.
- **Impact:** The new software is helping the business to work much smarter. It has radically reduced manual data entry and improved the automation of many mundane tasks, freeing up time and enabling teams to spend more time focusing on driving growth.



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