

Marshall Amplification

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The problem

- Back in 1997, Jon Ellery, the Managing Director of Marshall Amplification, introduced a complete integrated manufacturing system into the company. It collected data from each department, but because it didn't deliver the level of reporting he needed to enable him to monitor company performance in detail across every department, he tended to rely on multiple, cumbersome spreadsheets.
- These were unwieldy to use, couldn't be easily shared amongst the management team and took many hours to prepare and maintain.
- The impact on the business was considerable: as just one example, preparation for any major presentation required his team to spend up to two days collecting, inputting and analysing the data.
- Jon has a strong IT skill base and so spent some considerable time researching software solutions which could give him the level of reporting he needed at a cost-effective price.
- Octelas fitted the bill and was able to complement the investment already made into existing systems.

How illuminis has helped

- Being a web-based application, Jon Ellery identified Octelas business reporting software by illuminis as a cost-effective solution and the right tool for the job.
- Octelas software is easy to implement and use, removes the human error that endless spreadsheets inevitably produce and gives one-click reliable information.
- His sales and finance teams recognise and respect the credibility of Octelas reports which are compiled automatically every day from the data produced by their Avante MRP system.
- Wherever Jon is in the world he can instantly access the data needed to monitor sales and financial performance, which he regards as key to spotting trends and managing his ordering systems.
- Octelas software now saves Jon personally up to one day a week, giving him more time to focus on managing the business with accurate information refreshed each day from Octelas.

"The system was easy to install, the system is cost-effective to us, and it delivers the quality of data that I needed."

illuminis is a team of software developers and data analysts dedicated to meeting the data needs of SMEs. Since their formation in 2012, illuminis has helped many SMEs to use software applications to manage and improve access to their business data.

For more information visit:
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