

The Problem

Equilibrium Products Limited is a designer and manufacturer of equine products, all of which are carefully designed to meet the specific needs of horses and their devoted owners. Margaret Donnelly, an expert on product development, started the company in 2001. It has grown steadily ever since, selling their specialised products online and through distributors.

"Our two key distributors update us by spreadsheet on the sales they've made, either on the previous day or the previous week. Before Octelas, we used to spend hours manually transferring all of this data into a centralised spreadsheet so we could keep track of total sales. But even so, we found it almost impossible – without a huge amount of additional time and effort – to identify our best selling lines and most valuable customers."

How Octelas Can Help

Having been introduced to Illuminis Insight Software Limited, Margaret was keen to hear how they might be able to help. Illuminis MD, Paul North recalls:

"When I met Margaret to discuss her reporting needs, I recognised a familiar problem common to many businesses. Equilibrium Products generates data from multiple sources and so just helping her get better reporting out of her Sage 50 package was only going to be a partial solution. She needed to be able to get answers from all of her data – so that meant combining the information sitting in Sage 50 with the spreadsheets from the sales distributors and, on top of that, the budgets and forecasts she was also holding in spreadsheets at that time."

The Solution

The solution turned out to be very straightforward: Octelas pulls all data generated by a business – whether from accounting packages, ERP, CRM and workflow systems as well as automatically uploading spreadsheet data – into a single database.

"Highly customised to their specific needs, we were able to provide Margaret's team with an automatic upload of the sales data from distributors directly from spreadsheet into Octelas."

The Outcome

It's a common problem: businesses gather data in all sorts of different ways and from many sources. To be right on top of what is happening day by day, it is crucial to be able, easily and quickly, to get the answers needed from all of that data. Using Octelas, Margaret's team can immediately get the information they need on a PC, tablet or smartphone to answer questions such as "what sales have we made this week", with all the related data available at the click of a button.

"Octelas business reporting software from Illuminis was the answer. It has transformed the way we do business."

Margaret Donnelly,
Equilibrium Products

illuminis team of software developers and data analysts have used their deep knowledge of the data needs of SMEs to develop the "Octelas" brand business reporting software. Since the first installation in 2012, Octelas has helped many SMEs to gain full access to and manage their business data.

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