

Case Study



Client: Sequel UK

Tisski have supported one of the biggest watch distributors in the UK with their Microsoft Dynamics® NAV product for over a decade.

Company Background

Sequel UK are the UK's only distributor of Guess watches and jewellery. They can boast names such as H. Samuels, Debenhams, and House of Fraser among their clients, as well as a large number of independent retailers of high quality watches and jewellery across the country.

Sequel UK are part of the Timex Group and were formed in 2007 after the purchase of Spring Cover.

The Business Challenge

Sequel inherited the Microsoft Dynamics NAV product when they purchased Spring Cover. Since then they have fully utilised the solution to manage an effective end to end distribution and customer service process. Microsoft NAV is used by many functions within the organisation, from finance, to warehouse management. The use of the software continues to grow with the business.

Currently 30 out of 50 members of staff, across varying departments and with a number of different day to day requirements, use Microsoft Dynamics NAV successfully within their roles.

The Business Solution

Microsoft Dynamics NAV is used across many of the key business management functions, finance, sales, customer service, and warehouse management. *"It really does offer an end to end solution and is now considered to be one of the bedrocks of the business. If we were to take Microsoft Dynamics NAV away it would be disastrous, the system is key to so many daily functions within Sequel and has enabled the effective end to end management of our entire stock management and distribution process"* commented Paul Martin, Director of Finance and Operations.

Key Benefits:

Sequel have seen a number of benefits from fully integrating Microsoft Dynamics NAV into their business:

- **Transparency of data** – By using one system across the key business functions, everyone has access to crucial data and information
- **Time savings** – Without the need to populate a number of different systems, or request information from other sources, Sequel UK have been able to save time, which they can devote to other more worthwhile uses of the team's expertise
- **Increased efficiency** – Both of the above benefits have ultimately led to an increased level of efficiency throughout the business. This has enabled the company to serve their customers to the highest standards.

Sequel Said:

"Microsoft Dynamics NAV is key to so many daily functions within Sequel and has enabled the effective end to end management of our entire stock management and distribution process."

Paul Martin, Director of Finance and Operations

Product: Microsoft Dynamics® NAV

Using Microsoft Dynamics NAV at Sequel UK

Finance – Microsoft Dynamics NAV is used to manage the entire accounting process, from inventory management, to raising purchase orders, managing credit notes, and producing the end of year accounts.

Warehouse and distribution – Sequel UK manage and move large amounts of stock each year; they needed an easy to use, transparent system that would allow them to manage this. Microsoft NAV is used to manage stock as it comes into the warehouse from Switzerland and Hong Kong. It then seamlessly tracks the assignment and distribution of stock to customers, such as national retailers Debenhams, and Sequel's own boutique store in London and their UK based showrooms. This is a fantastic example of Microsoft Dynamics NAV in use as a full inventory management solution, warehouse staff can account for all of Sequel's stock at any one time and the system makes it easy to find this information.

Customer Service – As well as distributing to retailers across the UK, Sequel is responsible for upholding the warranties on Guess watches. This includes a 2 year warranty for repairs and a 1 year warranty on the battery. Given that the company sells thousands of watches a year, and that the warranty that Guess offer is so generous, Microsoft Dynamics NAV was the obvious choice when looking for a system that could handle the repair or battery replacement process from start to finish.

The system enables Sequel's customer service team to keep track of each and every watch repair and battery replacement request that comes in from a customer. From the moment the customer calls the company to request a repair everything is tracked, from the details of the initial call to the date the watch arrived with Sequel, the date it was sent for repair, the results of that repair, and the date that the watch was sent back. No matter which member of the customer service team picks up the phone, they can find the information that they need and relay it to the customer on the other end, that's one of the pillars of great service.

In one year the company can manage up to 13,000 repairs and battery replacements for customers so it's absolutely crucial that they are managed efficiently. It's the process that they have in place within Microsoft Dynamics NAV that allows the company to offer the fast turnaround time of 5 days from the moment the customer's watch arrives with them, to the moment that it is sent back.

Paul commented, "Microsoft Dynamics NAV enables us to keep our standard of customer service high, even during the busiest times of the year, such as the build up to Christmas."

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Health Shield Said:



The Future at Sequel UK:

The team at Sequel UK plan to use Microsoft NAV in their business for many more years. They have found the solution easy to use and new staff are able to learn the system easily which saves on training time and costs.

Currently Tisski are working with Sequel to implement a solution that will link Microsoft NAV to the sales team's new iPads. This means that, even with a move to the latest in mobile technology, the sales team will continue to have access to all of the information that they need when away from the office and visiting clients.

The management team are also looking at the possibility of implementing the latest version of Microsoft Dynamics® CRM. This will enable them to manage their sales and marketing processes in a system that will naturally complement Microsoft Dynamics NAV.

Product: Microsoft Dynamics

Sales – Sequel have a sales team that covers the whole of the UK, so it's important that when they are with clients or are working away from the office that they have access to all of the information that they need. Microsoft Dynamics® NAV is the main resource for this. From stock levels and access to the full product catalogue and resources that can be used during sales presentations and meetings, to the ability to place orders while out and about, they have everything that they need. The only thing that the system can't do is make the sale for them.

The business benefits of using Microsoft Dynamics NAV Sequel have seen a number of benefits from fully integrating Microsoft Dynamics NAV into their business:

Transparency of data – By using one system across the key business functions, everyone has access to crucial data and information. Whether it's stock inventory, order details, customer repair details, or access to full accounting data, everyone can get to the information that they need to carry out their role effectively.

Time savings – Without the need to populate a number of different systems, or request information from other sources, Sequel UK have been able to save time, which they can devote to other more worthwhile uses of the team's expertise. Another positive side effect of only being required to populate a single system is an increase in accuracy, not only is the data entered more accurately, any resulting reports and business conclusions made will be based on solid information.

Increased efficiency – Both of the above benefits have ultimately led to an increased level of efficiency throughout the business. This has enabled the company to serve their customers to the highest standards.

"We like Microsoft Dynamics NAV because it's practical and robust, it's also easy to use and has worked well as an end to end system for us."

"The support offered by Tisski has been first class in terms of response times and understanding our business and its requirements. In fact, the team at Tisski often add value by enhancing our initial suggestions when it comes to product developments." **Paul Martin, Director of Finance and Operations at Sequel.**

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About Tisski:



At Tisski we are dedicated to making a positive difference to your business. As a provider of CRM (Customer Relationship Management) and ERP (Enterprise Resource Planning) solutions we pride ourselves on delivering world class solutions.

Our long serving, experienced team of certified Microsoft Dynamics® CRM & Microsoft Dynamics NAV experts drive efficiency improvements, from lead tracking, account management and management reporting, to financial management, supply chain management, manufacturing and helpdesk support.

If you are considering an ERP system please contact us on 0247 7712050, or email info@tisski.com