



axis diplomat

Case Study: Call Caterlink Ltd

Organisation: Call Caterlink Ltd Industry Type: Wholesale, Retail Industry Sector: Catering Supplies Location: Bodmin, Cornwall Software: axis diplomat Software Users: 1	Key Modules: Accounts, Sales Order Processing, Multi-location, Batch traceability, Purchase Order Processing, Warehousing	
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The Business

Call Caterlink began operating at their Bodmin, Cornwall site in 1993 selling waffle cones. Today, the business is one of the leading suppliers of ice cream ingredients and related products throughout the UK providing a “one stop shop” for ice cream producers, food service and retail.

With only a paper based system, an overcrowded warehouse, and an ever-expanding product range, Caterlink knew they needed to improve the way they operated in order to meet the demands of the market place.

The Company’s warehouse operation needed a solution to manage thousands of quality food products being sourced from across the UK and Europe which could handle differing characteristics such as procurement lead times, shelf life and buying currencies. Most importantly the business needed to know exactly what stock was where and what had (and what hadn’t) been shipped.

Following the introduction of the **axis diplomat** warehouse management module, combined with the concurrent adoption of the highly effective management process known as LEAN, Call Caterlink has demonstrated a positive improvement in the day-to-day running of the business in terms of available space, operational efficiency and an overall higher level of customer satisfaction.



Vic Holland, Caterlink's warehouse manager gets to grips with real-time technology.

The Benefits

Warehouse Management Module

The innovative **axis diplomat** warehouse module combines handheld mobile computers, wireless network technology, bar coding and robust software to provide warehouse systems which update Caterlink's integrated sales, purchase and stock system in real-time, second by second.

Real-time operation means that information on stock levels, sales allocations, backorders, goods receipts from suppliers, picking in progress and orders shipped is available to everyone within the organisation who needs to know, on demand.

In the Caterlink warehouse, the **axis diplomat** Warehouse module creates logical, prioritised, picking lists (with items ordered by bin location to optimise picking efficiency), dispatch notes and invoices, so creating a fully integrated solution.

Picking is performed using mobile handheld devices with bar code scanning to positively identify items and help eliminate costly errors.

Sales administration and warehouse management staff have an up-to-the-minute view of sales orders being processed showing their picking and despatch status together with information on those on hold.

Accounts and credit control have a minute-by minute view of backorders including orders for any problem accounts with facilities to hold and release orders as required.

Lean Process Management

Lean Process Management is an approach based on the Toyota Production System and focuses on doing more with less. Applicable to the service industries as well as traditional manufacturing environments, Lean Process Management enables an organisation to reduce or eliminate wasteful practices. In addition to improved financial performance, this principle is designed to increase customer satisfaction and product quality, so essential to business

"Lean shortens lead time by eliminating waste in each step of a process, leading to best quality and lowest cost, while improving safety and moral" Womack, Jones & Roos (1991)

What Our Client Said

Per Wodskou, Call Caterlink's Management Consultant, says; *"The joint introduction of **axis diplomat** and Lean has resulted in major benefits for Call Caterlink.*

The warehouse facilities have been planned in such a way that we have created 150 more pallet spaces. Couple this with the sophisticated and highly robust software solution, we have truly maximised the advantages of the reorganisation. Moreover, we are now able to stay in the existing premises for at least an extra two years.

*As **axis diplomat** creates a central point of reference and communication for all team members, we have noted a significant improvement in the working environment with stress levels reduced and everyone working much more smoothly.*

*To summarise, both **axis diplomat** and LEAN have already shown vast cost benefits to the business and more importantly have helped us achieve a high standard of customer satisfaction".*

Further Information

For further details please call one of our sale team on **0800 668 1934** or by visiting our website www.axissoftware.co.uk