



Integrated Cloud MRP & CRM Software for SME
Equipment Manufacturers

Digital Transformation in Post-Covid World

Rich Dale, CEO
Flowlens



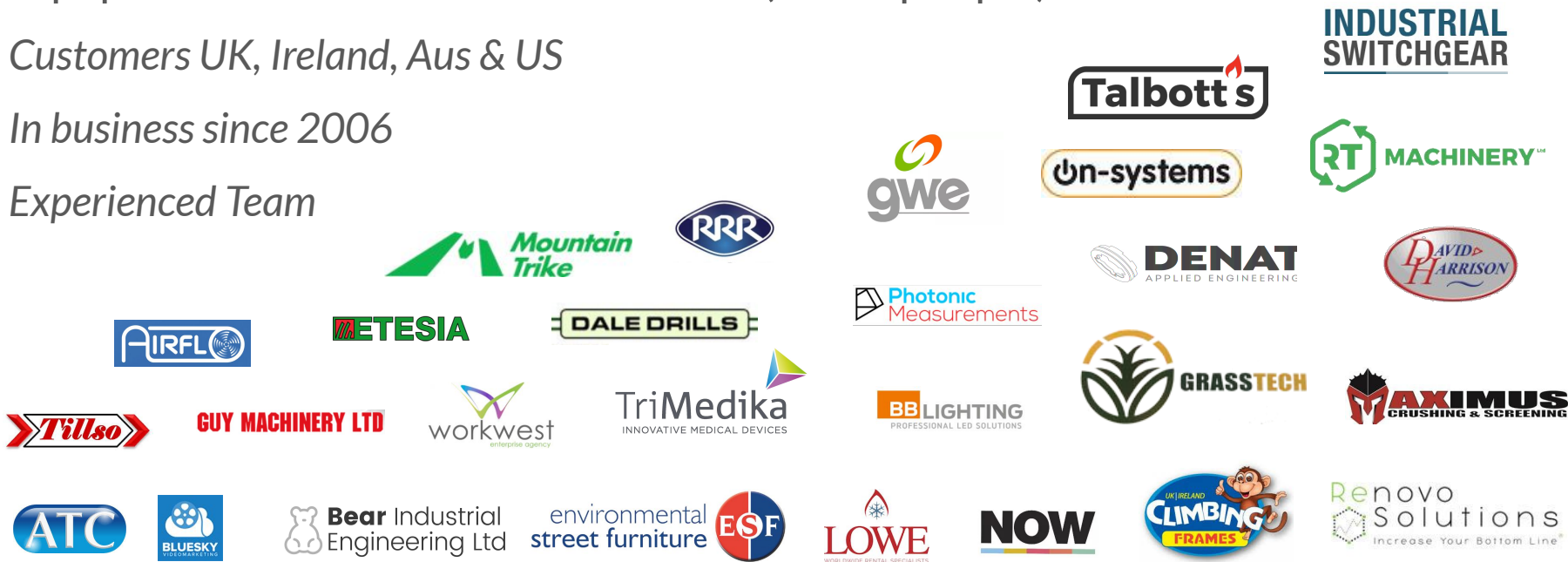
Flowlens?

Joined Up Cloud MRP & CRM for Small
Equipment Manufacturers & Dealers (5 - 30 people)

Customers UK, Ireland, Aus & US

In business since 2006

Experienced Team



Risks in the Post-Covid world....



Silos or joined up?

Process Bottlenecks

CASHFLOW BOTTLENECKS

Faulty Information

LESS CONTROL

Info In People's Heads

LOSE VITAL KNOWLEDGE



Before:

- *Stock Spreadsheets*
- *Manual Order Processing*
- *Sage 50*
- *Standalone CRM*

MD/OPs spent most of his time chasing suppliers, pushing orders through and fire-fighting shortages and issues.



Journey:

- *Mapped Processes*
- *Trialled Options*
- *Set Time Line (3 months)*
- *Rolled out*
 - *SOP*
 - *POP*
 - *Jobs*
 - *Service*



After:

- *MD Saving 2 days per week*
- *Doubling y/y turnover*
 - *Aligned SOP, Stock, POP*
 - *Integrated with Xero*
 - *Standard Processes & ISO*
 - *Real-time reports - control*



***“With Flowlens, I’m now
working ON the business,
instead of IN it.”***

Wayne Cramer, MD

90% of Digital Transformation Projects Fail to Deliver Expected Benefits

Bain and Company 2019

Be the 10%

Success Factors



Leaders DECIDE that you are COMMITTED to
change and get the TEAM on board

Success Factors



Identify PROCESS bottlenecks and
UNDERSTAND what your business needs

Success Factors



Experiment with LOW HANGING FRUIT

Find the right tools for your process

Change becomes the NORM

Success Factors



Appoint a knowledgeable project OWNER

INDUSTRIAL SWITCHGEAR



Before:

- *£25k PA Admin Person*
- *Late or Incomplete Orders*
- *Constant interruptions and chasing info*
- *Letting customers down*
- *No long-term view of cash*

INDUSTRIAL SWITCHGEAR



Journey

- *Change Agent*
- *Step by Step 18 months*
- *Focused on cash first*
 - *SOP, POP & Xero*
- *Team Comms, CRM and Tasks*
- *Job Cards*

INDUSTRIAL SWITCHGEAR



After:

- *Saving £25k YEARLY on admin*
- *Saving day per week per person*
- *More time for Sales - 50% y/y*
- *Eliminated Shortages*
- *Knowledge in the system*
- *Improved Customer Satisfaction*
Team Morale & Communication

INDUSTRIAL SWITCHGEAR



“It has changed me.

It has changed how I work.

*My initial skepticism has
changed to being more
efficient.”*

Rob Poole, MD

Be the 10%

Commit
Understand
Experiment



THANK-YOU

Email rich@flowlens.com for help.

Flowlens integrated software to:

- save time across your business
- avoid stock shortages and
- restore your peace of mind.

Start a free trial today.

