



PRESIDENT OFFICE FURNITURE— MAPPING THE FUTURE



Profile:

President Office Furniture design, manufacture, supply and install desking, boardroom and executive furniture, call centre systems, storage, screens and seating to a broad range of commercial enterprises, as well as to major private and public institutions. UK operations are based at Dunstable in Bedfordshire.

President is part of the Skandinavisk Group, with operations in Denmark, Germany and the Netherlands. SG is ultimately owned by three families.



"At the outset the work on customer service was a project, increasingly it is becoming part of our culture and is recognised as one of the major tenets for success "

Tim O'Brien
Managing Director

Background:

The planned upgrade from an existing legacy system to a full ERP implementation is a challenge that President, in common with many other medium size businesses today, needed to meet. In preparing for such a challenge, President's Managing Director, Tim O'Brien recognised that the business needed to have a better understanding of its own business processes, in order to properly specify its requirements to potential ERP systems vendors.

By understanding and optimising their business model, President could ensure that it's customer service and business needs would dictate the system specification and not vice-versa.

Analysis:

Over a 4 week analysis period, Anpro worked with President on a business process review that highlighted not only the "gap to be bridged" prior the ERP work, but also significant opportunities for "Early Wins" in operational improvements that did not require IT systems investment.

The scope and extent for operational improvements identified in the analysis phase were greater than initially anticipated and President decided to implement a project with Anpro to address these opportunities. Managing Director, Tim O'Brien explains why:

"Against a backdrop of severe market decline and conservatism to change within President, our objective is to create a business that excels at customer service, building integrity with our customers."

Implementation:

The project has focused on improving performance in sales, customer service, order handling, supply chain management, manufacturing and delivery with a constant focus on customer service levels.

Using a **twin-track approach**, the project delivered **immediate improvements** in **customer service levels, cost-effectiveness, waste and inventory levels**, whilst **ideal business processes** were **developed** and **implemented** as groundwork for the ERP system requirements specification.

The management process itself was re-designed, with key performance indicators (KPI's) and new planning and reporting structures developed and installed for all areas of the business. The global indicator for the project – customer service levels – has increased from an average of 70% to 90% in the last 6 months and is on course to achieve greater than 95% by June this year, whilst retaining the flexibility demanded by President's customers.

By changing emphasis from recovery to predictability, resource is being redirected to concentrate on building the business for the future. Monies saved, scheduled to be well into seven figures, will be redeployed to market development, meeting the strategic objectives President's management team has set itself.