

**Gaskell Plc uses TaskCentre® to monitor and notify on potentially critical failure points.**



“In short, our ERP and CRM solutions harbour all the information we require to conduct business effectively but TaskCentre® represents the fundamental ‘event-driven architecture’ or ‘engine’ that delivers their potential. **Gary Moorhouse, Group IT Manager for Gaskell Plc**

Sage Line 500

TaskCentre®

The UK's leading Business Process Management Solution

### Business Requirements

- ⇒ Required a mechanism for policing some of its potentially critical failure points.
- ⇒ Automation of employee activities that were costly in terms of administration and associated costs.

### Solution Deployment

- ⇒ Extraction, formatting and distribution of operational information from its Sage Line 500 and Saleslogix applications.
- ⇒ Future TaskCentre® connection to the company's Respond application.

### Business Benefits Delivered

- ⇒ Reduction in the time and material costs associated with company administration through intelligent automation.
- ⇒ Complete visibility of business-critical information for internal and external members of staff.
- ⇒ An increase in company productivity through the ‘freeing-up’ of members of staff.

#### ► Company

Gaskell Plc

#### ► Industry

Manufacturer and distributor of branded flooring products.

#### ► Geographies

United Kingdom

## Case Study: Gaskell Plc

AUTOMATING BUSINESS PROCESSES

# TaskCentre

Orbis Software (UK)

Gaskell Flooring boasts over one hundred years of manufacturing history and heritage and is proud of its Royal Warrant to supply Her Majesty's household with traditional felt underlays. Indeed, in the UK flooring industry, Gaskell is unique, providing a complete spectrum of axminster in both sheet and tile, tufted and fibre bonded carpets, complemented by an extensive range of carpet underlays.

Gaskell Plc have three sites in the North West of England across the Midlands and employ approximately 300 people. Its annual turnover stands at £26m.

### **Gaskell Plc and its initial interest in TaskCentre®**

Having implemented a fully integrated ERP solution, Gaskell saw TaskCentre® as the perfect mechanism for policing some of their potentially critical failure points. Indeed, due to a long period of sustained change within the Group, Gaskell did not want to take the risk of customers feeling any sense of deterioration in its high service levels whilst new procedures were put in place. This was highlighted by Gary Moorhouse, Group IT Manager for Gaskell, "Strategic change by its very nature brings with it a degree of re-engineering of how we physically conduct day-to-day business. Yet, during this period we have to ensure that all business critical processes, such as internal and external customer service activities are not adversely affected." He continued, "TaskCentre® was perfect for this because customer services can and does encompass many people and

applications and, therefore, we needed a solution that could monitor both our ERP and CRM applications and deliver real-time notifications."

### **Gaskell plc uses TaskCentre® to automate order book reports, despatch and vehicle tracking and field sales force order and invoicing analysis.**

Gaskell is renowned for its efficiency, speed and professionalism when dealing with customer invoices. As a company it understand the financial and commercial benefits of getting this right first time, every time.

To achieve this 'first time, 'every time' invoicing process Gaskell uses TaskCentre®'s powerful automation features to ensure that employees use value book information that is current and correct. This was made clear when Gary said, "If our order books harbour incorrect values, invoices are sent out which will then require further administration such as supplementary invoices being raised, credit notes or loss of revenue/delay in cash receipts." He added, "Through TaskCentre®'s automation capabilities, this does not occur and we've effectively eradicated our costly administration whilst optimising cash receipts."

Unlike the majority of companies, Gaskell actually provides a service to both its clients and competitors in the form of logistical services. Yet, as one would imagine, this means that its service provisions must be excellent at all times. This is another area TaskCentre® has contributed significantly to as Gary highlighted,

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“As we provide logistical support to both clients and competitors, visibility of real-time despatch and vehicle load information is crucial. Traditionally, this was delivered through enquires to our transport office which was costly in terms of employee time commitments.” He continued, “Now, through the deployment of TaskCentre®, all our customers receive real-time notification on the status of their package. This one automated activity has saved thousands in lost working hours but, more importantly, its freed our staff up to carry on what they do best.”

Carrying on with the real-time visibility of business information theme, Gaskell have also used TaskCentre® to provide its 20+ strong sales force with information that historically was resource intensive and costly to maintain as was highlighted by Gary, “Through TaskCentre®’s ability to extract, format and publish information from our Sage Line 500 application to an extranet we’ve been able to publish sales performance statistics for our representatives to access remotely.” He went on to add, “Not only does this mean that representatives can now access this information without a huge amount of training and support but it has also eradicated the amount of paper and associated materials that was historically produced to achieve this. “

### **Gaskell and the additional benefits that have been derived from TaskCentre®**

Given the ability of TaskCentre® to connect to any ODBC compliant data source and the obvious opportunities that this represents, Gaskell has also

streamlined a number of other employee activities for commercial gain. For instance, Gaskell is using TaskCentre® to automatically check key metrics and analysis fields on inventory and master records to ensure that errors do not bubble through the entire system. This now means that it can now assign a high degree of credibility around this information when it is used for financial postings, MIS reports and other enquires of this type.

In addition to the above, Gaskell has automated its supply chain due date amendments so that sales staff (and then customers) are provided with real-time notifications informing them that procurement/production timescales have changed. Furthermore, a number of credit control notifications have been established to ensure that company credit control procedures have been performed and that any issues are dealt with well before the despatch stage.

When asked to provide a final comment on TaskCentre® Gary said, “TaskCentre® is a very powerful and extremely valuable 3rd party add-on to our Sage Line 500 and Saleslogix applications.” He concluded, “In short, our ERP and CRM solutions harbour all the information we require to conduct business effectively but TaskCentre® represents the fundamental ‘event-driven architecture’ or ‘engine’ that delivers their potential.”