

## CASE STUDY **Motis Ireland Ltd**



### MICROSOFT DYNAMICS™ NAV

## BACKGROUND

Motis Ireland Limited is one of the most highly respected shipping agents in Europe offering a wide selection of services to their customers throughout the UK, Ireland and mainland Europe.

Motis was set up in October 2002 by David McComb and Patrick Hutley to assist haulage operators with their shipping requirements initially acting as an agent for P&O. Their services have grown dramatically with Motis now acting as agents for many other shipping lines. Motis is now an integral part of their customers business offering a 24 hour service for all shipping requirements across Europe.

Operating 24/7 Motis can now offer customers shipping on the Irish Sea, English Channel, North Sea, Mediterranean Sea, Baltic Sea, Adriatic Sea and Intermodal transport through the Alps as well as passes for the Mont Blanc and Frejus Tunnel. In addition, Motis manage freight forwarding operations in line with a number of customer requests.

Beginning in a small office on the main street of Newry with only 5 employees, Motis now operates from a purpose built head-office in Newry with 25 employees and a sales office in Prague, Czech Republic, catering for the Central Eastern European markets.

## WHY MICROSOFT DYNAMICS™ NAV

Motis are experiencing considerable growth in turnover and services, which identified significant weaknesses in the existing IT systems that were restricting the planned growth. To counter this Mark Weir was recruited to the position of Financial Director to get the administration processes in place to facilitate the next wave of growth.

Weir went to the market and reviewed a number of business & accounting systems before selecting Microsoft Dynamics™ NAV, a flexible business software system capable of replacing the 3 incumbent systems. Microsoft Dynamics™ NAV has replaced the accounting, ordering and credit management systems, resulting in only one package for the existing users. This provided full integration in one package resulting in greater management information crossing all departments and giving a true account of the business performance. "We are confident our investment is secure with Microsoft Dynamics™ NAV and Sysco presenting Motis with a means to improve our business processes," says Weir.

Motis have further improved their trading with suppliers by integrating Microsoft Dynamics™ NAV with their suppliers systems, removing the arduous data processing that occupied a lot of the day to day activities. Shipping is now placed on Microsoft Dynamics™ NAV and then electronically forwarded to the relevant supplier with a resulting confirmation updating Navision's purchase ledger. Automating several tasks thus releasing staff to better manage customer relations and provide an enhanced service in the fast moving shipping office. Motis manage a very high level of transactions through Microsoft Dynamics™ NAV; therefore it is mandatory that Microsoft Dynamics™ NAV automates these processes to allow Motis to continue to grow without increasing overheads.

Microsoft Dynamics™ NAV's flexibility is acting as a business enabler for Motis today and in the future with a number of planned projects to further enhance the services currently on offer.



Ian Topping, Sales Manager, Sysco delivering the Microsoft Dynamics™ NAV software to Mark Weir, Financial Director, Motis, also pictured are the founding directors of Motis, Patrick Hutley and David McComb

## IMPLEMENTATION

Motis selected Microsoft Dynamics™ NAV and Sysco as system providers in April 2006, with a planned go-live in July 2006. A project plan was in place to ensure milestones were met and that Motis went live in July across the accounting and freight forwarding function including Motis specific credit management routines and reports.

The next phase will see the shipping division go live with integration into various supplier systems; collaboration between Motis, Sysco and the various suppliers.

## BUSINESS BENEFITS

The immediate business benefit was clear from the outset, moving to a single integrated package, removing arduous duplication that was prevalent with the 3 existing systems. Microsoft Dynamics™ NAV can now produce company wide reports which are fully integrated with MS office including email for automated dissemination amongst the Directors. Weir can now provide key management accounts and performance reports at any stage throughout the financial periods.

Key customer information is available by service offering, activity and profitability, allowing the directors to better plan new service offerings and cross sell services throughout the customer base.

Cash flow has been greatly improved with integrated credit management recording all customer interaction and reporting on expected cash flow.

The accounting and administration department is now a business driver in the business offering timely information to facilitate informed decision making, reducing debtor days and providing a full picture of the business for the directors to make strategic business decisions.

## THE FUTURE

Motis plans to continue in this vein of growth offering excellent customer service and ever expanding services around the clock. "This can be done in full confidence that Microsoft Dynamics™ NAV and Sysco are providing a true business partnership," commented Weir.

Future Projects include:

Customer self help on the internet, allowing customers to review their account and request services.

Further integration with suppliers to streamline administration

SMS confirmations to customers



For more information about Microsoft Dynamics™ NAV and Sysco Software Solutions visit [www.sysco-software.com](http://www.sysco-software.com)