



CASE STUDY Philip Russell

SYSCO LOGIC from SYSCO SOFTWARE

BACKGROUND

The drinks market is highly competitive and changing with each new brand launched. Managing change is necessary and Philip Russell required a system that would grow with the company. Sysco Logic from Sysco has proven to be such a product.

With an annual turnover of £50 million, Philip Russell are aware that they always need to have that competitive edge. They needed a business software solution that would grow with the company and not hold them back. Philip Russell originally consisted of several off-licences, today the retail side of the business accounts for approximately 35 per cent of the Russell operation, with the main part of the business coming from their wholesale customers.

There have been big changes in the drink industry, long gone are the days of the traditional off-licence, where you had a choice mainly of beers and spirits. Wine consumption is growing rapidly and so are the demands from consumers for choice and quality.



Linda Milby of Philip Russell and Shaun Brady of Sysco discuss requirements

WHY SYSCO LOGIC

Sysco Logic had to cope with many hurdles as Philip Russell grew into what it is today. As Linda Milby, Systems Manager for Philip Russell says, "One of Sysco Logics many strengths is that it is extremely fast and very easy to use. Training has never been difficult, the beauty of the product is that it is used throughout all our different company levels, from the warehouse floor, right up to the Managing Director. Sysco Logic is an extremely user-friendly product."

Stock Control and Pricing are also extremely important, as Linda explains. "We needed a system that would be able to track historical movement of stock, filter off required information and also give us the ability to design our own reports. We also needed a strong pricing matrix. Sysco Logic has been able to provide all of this, speeding up the overall sales process, cutting down the work-load, and making us 100% more efficient, something which is key in the competitive drinks market."

THE SOLUTION

Sysco have customised and written software to meet Philip Russells specific business processes. Sysco provided a quick and efficient method of putting orders onto the system and providing the ability to split mixed orders into categories, and to differentiate the orders that were for immediate collection.

Philip Russell appears to have most competitive angles covered. Their next big issue is bonded warehouse, which again they have the confidence in knowing that Sysco Logic will be able to grow with them, and help yet again to drive the business forward.

THE FUTURE

"Sysco Software Solutions have a very dedicated team, they are easily contacted and offer good support with a quick response. We are confident that Sysco can offer us innovative business solutions in the future." Linda goes on to say, "The fact that Sysco is a forward thinking fast growing company is very encouraging, we look forward to continuing our relationship."