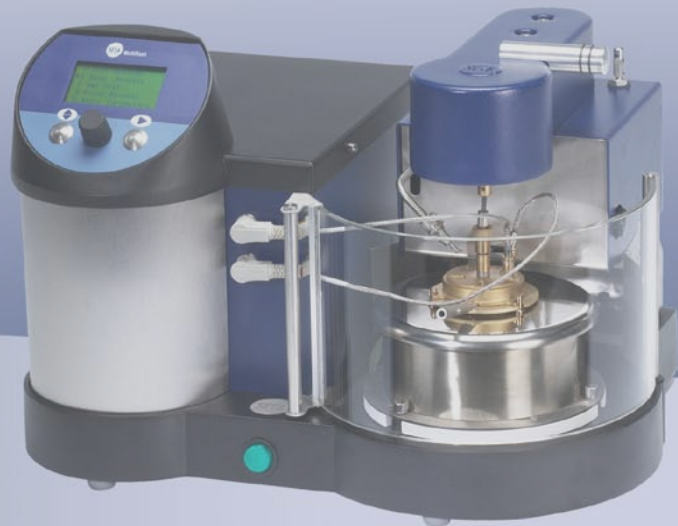


— Quality Products, Quality Processes

Stanhope-Seta rely on ASSIST4 to underpin successful business development in expanding new global territories.



AEB PROJECTS, SYSTEMS & SOLUTIONS || HIGHLIGHTS

- New staff trained and contributing in minimum time
- Visibility over consignment histories and patterns, allowing faster decision making and detailed reporting
- Decrease in processing times, esp. with regard to complicated Letter of Credit Shipments
- Single, common workflow process that the whole team works to



Challenges

Whether you are processing a single Letter of Credit shipment to India, or undertaking the Herculean task of processing all end of month shipments to your entire export client base, one of the biggest challenges faced by any export team is having to process the multitude of documents required to enable your goods to arrive safely and efficiently with your customers. Then there's the task of getting the documents to the forwarders, copies to the customers, records for the accounts department and audit trails for the government bodies. When it comes to the world of export shipping, the paper flow is no small task.

This is the environment inhabited by Christine Croston, Export Co-Ordinator at London-based precision instrument manufacturers Stanhope-Seta, who have been quick to adopt ASSIST4 as the software of choice to help them deal with their foreign trade operations.

Developing new business in foreign markets meant Stanhope-Seta had to address the challenges presented by

expansion success. Sales growth had meant an increasing strain was being placed on the shipping and export team, Added to this was the desire to keep the team both adaptable and flexible, allowing staffing levels to increase or decrease depending on current requirements and circumstances.

Background

Stanhope-Seta decided that the current manual method of producing shipping paperwork would not be sufficient to support the sales growth over time. In addition, they realised that a software system would deliver additional benefits for the export function, over and above just generating the required documents. In taking the decision to implement ASSIST4, the Stanhope-Seta team have transformed their export workflow from several individual 'people specific' processes, into one key system. "Transferring from our manual process to ASSIST4 was a key move for us," says Christine Croston. "The growth of our business depends on our ability to open

and maintain our export markets. We're delivering goods worldwide. We're creating a variety of supporting documents. We have a very lean shipping department. It's crucial that we maintain this process tightly. So the ability to switch to these tools and get compelling results is a huge factor for us."

Integration

Replacing the previous method of processing export consignments meant that the business could now link Omnis, the central Sales Order Processing system directly to the Export function. Sales orders are automatically downloaded into ASSIST4 and the export team have clear visibility of the workload that lies ahead. James Bennett, Project Manager at AEB comments: "One of the key issues in the project was the integration with Omnis, this represented a challenge for us as it was a system that we had not come across previously. However, using the Data Integration toolset from AEB and collaborating closely with the Stanhope IT team, we were able to establish an effective and reliable connection between the systems."

Efficiency

Speed is key - both during the process and after the event. And when the job involves multiple shipments and delivery schedules, your export workflow needs to be robust and efficient.

However, speed is nothing without control. What makes ASSIST4 so important is that it puts the exporter firmly in control of the process. The previous method of processing export shipments depended heavily on the individuals responsible for processing. All records, information, status, progress and completion expectations were kept in different formats, locations and PCs and all specific to the individual employee. If for any reason a supervisor or coworker needed to take over a consignment processing

task from someone else, they had little idea of the status, where to find the relevant files and what the next step might be.

Benefits of Change

"The transition to ASSIST4 has solidified a single, common process. If for any reason I have to take over a task from someone, I can instantly access the consignment in question, understand status, history and next steps immediately and carry on the task with almost no disruption in the workflow whatsoever. This allows us huge flexibility in terms of cover for holiday, sickness, maternity leave or even in the event that someone leaves the business suddenly."

This visibility benefit doesn't just stop there, the Stanhope-Seta team have found that the ability to filter and instantly view all information associated with a particular customer or shipment history has allowed them much faster decision making capability.

"The ability to quickly see shipment costs associated with previous jobs, has allowed us to make faster decisions on choice of transport." This visibility coupled with the capacity to have really fast turnaround and deliver multiple copies of multiple documents to the right people at the right time gives Stanhope-Seta an edge when it comes to servicing their customers.

Control

For Christine Croston, there is far more control in the process now. There are a lot of small components that make a world of difference. Previously processing a Letter of Credit shipment would take somewhere in the region of a full day when all the document checks were taken into account. Now, the Letter of Credit 'Anomalies' are input once and linked to a consignment, from there everything is propagated down through the export workflow and the resulting changes made to all necessary documents. This function alone has

represented up to a 60% saving in time for the team. In addition, the new automated process allows them to have visibility of the need for an L/C shipment much earlier, so as a result they are already processing the L/C in parallel with the goods being picked and packed.

Total Package

This kind of powerful functionality coupled with the intuitive nature of ASSIST4, and it's unique inbuilt ASSISTant has meant that new users are able to contribute to the shipping and export function almost immediately.

For Stanhope-Seta expanding the shipping team meant that new staff had to be up and running with the minimum of disruption to the department. This was demonstrated with new users processing historically difficult consignments within a very short period of time.

The implementation of the ASSIST4 system at Stanhope-Seta has enabled them to reduce consignment processing times by up to 50% in some instances. Christine Croston says "ASSIST4 has allowed us an increase in throughput, and improvement in both efficiency and visibility, we are currently looking at additional ways in which ASSIST4 can help us further improve, as we believe the ASSIST4 solution has even more to offer us."

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