





Barnie's Farm

A Brief Background



Barnies is a family owned and run business, established for over 20 years. This business has grown from a small van delivering bakery, sandwich & pastry goods to local establishments, to a small fleet of 10 purpose-built vans that cover most of East Anglia.

The Challenges

Rising fuel prices and other operational costs create continued pressure on the company's profit margins. The ability to keep overheads down and account for hidden costs was crucial, particularly in a low margin industry.

Though proud of their business's heritage, Barnies team were also prepared to propel Barnies to the forefront of their industry by adopting all the latest methods that emerging technology could bring.




Pinpointed Areas for Improvements

We worked with Barnies, and identified the following inhibitors to their growth:

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- Complete system for tracking of Customer Orders, Invoices and Delivery.
 - Going paperless and completely digital.
 - Real time interaction between back office and field sales team.
 - Complete visibility and transparency of customer interaction.
 - Business visibility and modules integration.
 - Easy reporting and availability of all data and past records at fingertips.
 - Sales and Opportunities tracking.
 - Automation of manual process.

The Solution



We introduced 'order-to-invoice' operations management system, designed to allow small to midsize businesses to control every aspect of business operations. Enabling real time interactions between front sales and back office, generating all necessary paperwork thus helping to reduce costs and work more efficiently.

"The ability to instantly access both customer and staff information has enabled me to make factbased decisions, to have accurate information on products, customer and finance needs allows the business to plan, grow and enhance the service we provide to the customer. The benefits of automating manual processes has helped reduced time and cost"

- Tracy Legget, Owner of Barnies Foods Ltd

A Streamlined Outcome

Processes that were once duplicated were removed.



Accountability for stock, finance and resources provided a greater operational grip of the day to day business.



Process automation and going paperless within the sales process added to the benefits for sales & management.



The easy analysis and reporting of stock status, proof-of-deliveries and on-time performance were achieved, alongside the ability to stop the profit erosion caused by everyday exceptions such as returns, refusals and other on-costs that would otherwise go unnoticed.

