



The Client: BARNIES FOODS LTD, NORFOLK

M-POS helps Van Delivery Systems to transform operations and increase profit margins.

[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.

Background

As with all players in the food industry, 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. The people at the helm of [Barnies](#) fully realised this. Though proud of their business's heritage, they were also prepared to propel Barnies to the forefront of their industry by adopting all the latest methods that emerging technology could bring.

Challenges

With a growing business, [Barnies](#) was facing challenges like dealing with time taking manual processes, extensive paperwork, disjointed business modules, unsystematic processing of data and process duplication. They decided to evaluate a number of mobile solutions to meet these challenges. Following areas were identified for which a solution was needed:

- 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 cus



tomers 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.

Solution

[M-POS](#) introduced 'order-to-invoice' operations management system, designed to allow small to mid-size 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.

Completely customisable and configurable, [M-POS](#) has been developed to allow the system to match the process of any van delivery or van sales business regardless of the product in question.



M-POS - What we do?

The [M-POS](#) is an Automated, Real-Time solution delivered in two parts:

1. A back-office environment that allows the business to control Stock, Customer Data and Accounting.
2. A multi-function mobile device that completely manages Real Time Sales and Delivery interactions between the field team and the back office.

Functionality

- Driver call schedule with delivery sequence
- Customer payments and returns collection
- Catalogue-based selling
- Consignment stock management
- Template or suggested customer orders
- Auto-email and/or printable invoices
- Detailed reporting and data analysis capabilities.
- Customer pricing, discounts, promotions (with prompts)
- Stock Control
- Customer credit control
- Customer store surveys and planogram
- Integration with third party softwares like Sage for additional processing.

Implementation

After an initial meeting with [Barnies](#) where we fully

studied and analysed [Barnies'](#) business needs, a live demo was arranged to show how [M-POS](#) would meet their challenges. The implementation process was designed to especially streamline and automate the existing manual processes.

[M-POS](#) is highly customisable and was configured to eliminate duplicate transactions, go completely paperless and create visible and trackable automated processes.

Plans for integration with third party accounting software **Sage** were completed and the implementation plan was accepted by the business owners.

Outcome and Benefits

The business experienced immediate benefit once [M-POS](#) was deployed, configured and training completed. 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 experienced by both the management and field sales team.

Other tangible benefits also include: the easy analysis and reporting of stock status, proof-of-deliveries and on-time performance; the ability to stop the profit erosion caused by everyday exceptions such as returns, refusals and other on-costs that would otherwise go unnoticed.



The client's opinion?

According to Tracy Legget, Owner of [Barnies](#) Foods Ltd:

"The ability to instantly access both customer and staff information has enabled me to make fact-based 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"