

## LIFEPLAN

# Natural Growth

### ■ Summary

As a member of the British canoe team, Jamie Christie had long appreciated that maintaining a healthy body and alert mind would help him keep a cool head when negotiating rough waters. Drawn to the healing and nutritional properties of natural supplements he studied Nutritional Biochemistry and joined Lifeplan, a nutritional products manufacturer.

As Managing Director Jamie's sporting instinct had identified that in order for Lifeplan to compete successfully on a global level, it would need integrated world class systems, capable of addressing the differing demands of multinationals and individual consumers.

### ■ Situation

From the very beginning Lifeplan wanted to encourage a better understanding of nutrition and help promote the benefits of natural products. This philosophy of *'Think Natural'* defined the vast range of products sourced from around the world including many produced by its own Research and Development Team.

From supplying traditional vitamins and minerals to independent health food stores, to providing major retailers with products for own label offerings, Lifeplan had grown significantly. However the pace of this growth was placing greater burden on the existing business systems. *"The result was a bolted on system, written in an obscure language, that no one could support."*

This resulted in Lifeplan not being as agile and competitive in the marketplace.

### ■ Solution

*"Most new systems that were proposed could only provide 75% of what we required, FuseMetrix however dealt with everything we threw at it and more."*

The challenge was to develop a more effective system that would have applications throughout the organisation and so deliver a competitive advantage. This included a full accounting system, stock management with full batch tracking of raw materials to production, warehouse and despatch, sales order management, purchasing, quality control that allowed tracking throughout the organisation, production planning and customer relationship management.

The introduction of real time stock allocation helped identify instantly which products were being used. The tracking function ensured certificates for import and export were allocated more efficiently, a great benefit when serving over 30 countries worldwide.

*"As a scaleable system FuseMetrix allowed us to expand our product range and introduce new lines quicker."*

### ■ Benefits

The flexibility of the new web based system also allowed Lifeplan to exploit a new route to market - direct sales via various online retail sites. With FuseMetrix's e-commerce capability the company was able to trade through different secure sites but utilise the same back office system. The company wide system integration allowed a customer's order to be picked, invoice raised and goods despatched on the same day as their order was received.

Enhanced reporting capabilities provided Jamie and his team greater control over the business, satisfied that decisions were being influenced by accurate data, not assumptions.

The flexibility of online remote access to the FuseMetrix system even allowed the Accounts Director to work from another part of the country.

With Lifeplan's systems seamlessly serving over 30 countries worldwide, Jamie is confident that as the business continues to grow it can conquer any unchartered waters with FuseMetrix.

*"A refreshing change to meet a software systems company that was 'human'."*

### ■ Key Benefits

- Accounting Systems
- Warehouse Management
- Distribution
- E-commerce
- Production Planning
- Data Management
- Custom Analysis
- Quality Control



*"FuseMetrix helps you gain and sustain, a competitive advantage"*

In the fast paced and dynamic environment of the business world success is dependant on sustaining a competitive advantage.

*FuseMetrix*, a browser based integrated office system provides decision makers greater control, insight and flexibility over their product or service.

A dynamic company wide solution incorporating Customer Relationship Management, Marketing, Sales, Human Resources, Accounts and Warehouse Management, *FuseMetrix* eliminates the need for costly hardware and differing software systems.

### One system, many advantages

- Greater control
- Greater accuracy
- Greater efficiency
- Greater agility
- Greater customer satisfaction
- Greater performance
- Greater growth
- Greater profitability

Successfully implemented across a variety of business sectors including manufacturing, retail, distribution, e-commerce, leisure, entertainment, healthcare and financial services, *FuseMetrix* has improved business performance amongst SME's and PLC's.

### Real time, all the time™

Secure web based access to your company's systems means that you are always in control, wherever you are in the world. The resulting business intelligence, gained in real time, enables you to create and exploit opportunities instantly.

Let *FuseMetrix* provide you with that competitive advantage.

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