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Number of Users: 15

Modules: System Manager, Sales Ledger, Purchase Ledger, Nominal Ledger, Invoicing, Sales Order Processing, Stock Control, EC VAT, Payroll, Toolkit, Reporter, Purchase Order Processing, Cashbook, Bill of Materials, Personnel, Pegasus Instant Messenger and Pegasus XRL

The logo for Seawhite of Brighton, featuring the word "seawhite" in a blue, lowercase, sans-serif font with a wavy line above it, and "OF BRIGHTON" in a blue, uppercase, sans-serif font below it.

Seawhite

CUSTOMER PROFILE

Seawhite, a family run business, has built itself a strong reputation in the educational materials market. Products such as sketchbooks and polyholdalls are now used in schools and colleges throughout the country and increasingly in Europe. With over 4,000 customers and approximately £5million annual turnover, their products are used by top art colleges such as Central St Martins, The London College of Fashion and Eton College.

Seawhite has 35 employees and is based in Brighton, with offices in Derby and Denmark.

CHALLENGE

Growth and an increasing customer base led to Seawhite generating upwards of 100,000 transactions a year. They had outgrown their existing system as the number of orders increased and wanted to adapt to their changing business needs. According to Shaun Tobin, Director at Seawhite: "Our system wasn't suitable, it couldn't cope with the level of transactions."

SOLUTION

Seawhite felt they needed to become free of all the problems of their old system in order to allow their business to grow. Director Shaun Tobin took some time out to search for the right system for them. Pegasus Opera II was recommended to him by another Pegasus customer who was extremely impressed with it and with how it helped move their own business forward. Shaun wanted this for Seawhite, so he arranged a product demonstration immediately with a local Pegasus Partner.

Shaun could see that Opera II was a clear winner and questioned why they hadn't installed it before! From the demonstration, Seawhite could see that Opera II would offer reliability and greater control of their management information. More importantly, Opera II can produce more detailed business management reports as well as cope with the extremely high levels of transactions and a growing customer base, which is exactly what Seawhite required.

RESULTS

Implementation took place shortly after the demonstration. Shaun was very keen to have the system installed as quickly as possible as he could see the immediate benefits Opera II would bring to the business. Implementation went very smoothly and Seawhite were up and running in days.

Now that they are actually using Opera II, Seawhite can see clear benefits of installing this solution. Opera II has offered a steep transition in terms of enhanced customer service, from placing the order to receiving the invoice from Seawhite. The feedback that Shaun received from his staff was very positive and encouraging; he was pleased he had made the decision to choose Pegasus Opera II.

Pegasus Software was established in 1982 and our core business has always been developing PC-based accounting and business software solutions for small and medium-sized businesses. We have been a market leading supplier of modular software for over 20 years, and we have an in-depth understanding of the small and medium-sized market. This enables us to produce innovative software solutions that add real business benefits and value to our customers.

All Pegasus products are sold and supported through our highly skilled network of Certified Partners. This is because we believe that our customers are best served by a channel of dedicated, independent specialists who can provide top quality local Pegasus support. Our Partners provide a complete service, from pre-sales consultation to installation, training and after-sales support; ensuring that our customers buy the Pegasus product that is right for their business.



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Staff found that the new system was more stable and reliable as it could cope with higher levels of transactions. As a result of this, Shaun increased the number of users from 10 to 15 in order for more of his staff to benefit from using Opera II.

Didier Jeanee, General Manager at Seawhite, was also very impressed with the functionality Opera II offers: "It's a system that works really well. It is very quick and pulls up information in seconds, it's smooth and it's superior to our former system. The control is there."

A module that Seawhite runs frequently is the Stock Control module. With up to 2,000 stock items, Seawhite operates three large warehouses, with stock continuously transferred to and from each of them. Shaun was particularly impressed with this module as it allows the business to track stock items and their location at any time of the day.

Seawhite in Denmark has the ability to run the same functions as the UK warehouses. They are able to print out stock details and process orders to the UK office whilst working in Denmark as they have remote access to the system. Shaun enthuses: "They are in Denmark, 500 miles away and we are printing out orders here at any time of the day – it's great."

In addition to Opera II, Seawhite purchased Pegasus XRL, a powerful business intelligence tool which enables the company to access real-time financial information by extracting data from within Opera II straight into Excel. With its flexibility, ease of use and drilldown capabilities, Pegasus XRL provides Seawhite with enhanced analytical power. Shaun uses Pegasus XRL to produce profit and loss spreadsheets and to deliver sales comparisons to his colleagues and the other Directors, and finds this business intelligence tool to be great: "I need profit and loss accounts for every year and Pegasus XRL is really useful. We have saved days and audit costs with XRL." Seawhite's Pegasus Partner has written financial reports especially for their use in profit and loss accounts.

THE FUTURE FOR SEAWHITE

Seawhite are so impressed with Opera II and its functionality that they are planning to add more modules in order to keep up with the growing demands of their customer base and large stock inventory and their aim to deliver products rapidly.

PARTNER CONNECTION

Pegasus delivers Opera II through a network of Channel Partners; Seawhite chose SBK Computers Ltd, a Pegasus Certified Partner, based in Derbyshire.

Seawhite have an excellent relationship with SBK Computers and have commented that "SBK has always been very responsive, they are great and we work really well with them. We don't really see them that often – that's because we haven't had any problems with the system!"

For details of your local Pegasus Partner and more information on the advantages Opera II Enterprise could bring to your business, call **0800 919704**, e-mail **info@pegasus.co.uk** or visit **www.pegasus.co.uk/findapartner**.