

# Dairy Crest

## Maintains product integrity with workflow

### Background:

As the UK's leading chilled dairy foods company Dairy Crest boasts an impressive array of top selling brands across a wide range of sectors. The company is focused on strengthening and developing its portfolio of brands which has led Dairy Crest to invest in efficient production and distribution facilities maximising the company's return on investment.

Dairy Crest manufactures, packs, distributes and markets some of the UK's most popular products and brands, including Clover, Utterly Butterly and Frij as well as leading cheese brands, Cathedral City, Davidstow and Wexford.

### Business need:

Many of the company's products are subject to 'events' aimed at maximising their sale. These 'events' can include the introduction of a new product, a promotion, a significant change in the volume of product going to a particular customer, a price or packaging change.

In fact, every activity that has an impact on, or changes an aspect of any product has to be recorded and managed. Typically, Dairy Crest receives in the region of 2,500 to 3,000 requests for changes each year, for the cheese and spreads products and brands alone.

The approval of these events was via a series of spreadsheets and had become unmanageable. Information was often in different formats and changes were delayed for want of the latest version, with information occasionally being lost along the way.

Project Manager, Martin Dent explains, "If the information at the heart of the system isn't right, it has an impact on other parts of the business. We realised that we needed a more robust and manageable event workflow system."



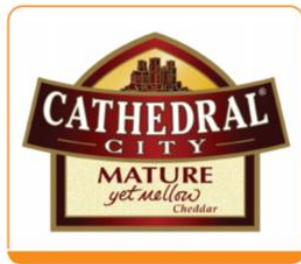
### The Solution:

Kelros was selected to build a new workflow approval solution that would handle the extremely large and complex events as well as fast-track the smaller events that did not need to undergo the full approval process.

Martin Dent explains, "Kelros understood our issues, they presented a credible development methodology and we had confidence in their ability to develop the right solution."

Today, Dairy Crest's National Account Managers, sales users and marketeers are able to raise their promotion and enter financial and volume data as required. This work-flow is securely deployed around the business until the promotion is either rejected or accepted. The exact route of each promotion is flexible, but once set is rigid.

The sixty users of the system now benefit from being able to access the system both in the Dairy Crest offices around the UK and offline.



## The benefits

Dairy Crest now benefits from a robust Event Management system which maintains the integrity of the approval process via workflow.

The benefits of the new system:

- Prevents spreadsheet formulae from being changed by users.
- Maintains a consistent format and look & feel
- Allows flexible routing around the business, providing access where and when required.
- Provides full visibility to management and decision makers across the entire organisation.

Martin Dent concludes: "We now have a robust, working solution that was implemented without any surprises or dramas. That is a testament to Kelros' development strengths and the comprehensive handover of the system." He continues, "Kelros would certainly be the leading contender in any future implementation."

## Working together

The Dairy Crest team invested time to write up a detailed requirements specification and development took just two months. The solution was implemented in a three-phase delivery:

- Phase One was a pre-prototype proof of concept.
- Phase Two consisted of a real prototype, which underwent testing and any problems were identified and solved.
- Phase Three was the final delivery which was rolled-out across the company.

### About Kelros

Kelros specialises in messaging and social collaboration solutions built on IBM software for clients in all sectors.

Our aim is to provide clients with an industry-leading proposition, combining our deep understanding of the challenges businesses face with expert and detailed knowledge of the technology solutions. We offer a full range of services from consultation and development of a bespoke solution, through to deployment, training and ongoing support.

Established in 1996, Kelros has developed long-standing partnerships with clients through its range of integrated, easy to deploy solutions for sales and marketing, human resources, finance and operations.

All of our technical consultants are IBM-certified with extensive specialist experience in IBM Connections, Sametime, Domino & Notes. We have a dedicated support team, which supports hosted and on premise applications and messaging infrastructure for over 120 clients.

A key Kelros differentiator is IBM software licensing. Through optimized licensing agreements and dual entitlement licensing, we ensure our clients have low software acquisition costs and minimal administration tasks, whilst maximising the benefits of IBM solutions.

### Kelros IBM Expertise



### Kelros Software and Tools



### IBM Verse & Connections

IBM Connections is a set of secure, easy-to-use collaboration tools. It combines email, messaging, online document editing and conferencing to facilitate seamless teamwork.

IBM Verse sits within IBM Connections. It's an email hosting solution that users can access from their desktop or mobile device. IBM Verse uses social analytics to help users focus on important content and collaborate easier.

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