

Customer case studies

Control Aer

Control Aer is Ireland's leading supplier of H.V.A.C (Heating, Ventilation & Air Conditioning) products, offering the widest range of products and providing a comprehensive package of ex-stock items with technical support on hand, all under one roof.

“Now we can tailor pricing structures based on our customer buying patterns, so building up mutually profitable relationships with them.”

Stephen Martin
Projects & Estimating Manager



Growth targets

From the design and manufacture of its ventilation products through to installation and servicing, Control Aer prides itself on providing the complete package at a competitive price.

Each project is carried out by the various branches within the group, based not only in Dublin, Galway and Cork but in Leeds and Glasgow. Around 2001, the company laid plans to hit ambitious growth targets and it became clear that their existing accounting system was not equipped for the task.

The need to consolidate

“We needed a new system to rectify two main issues” says Stephen Martin, Projects and Estimating Manager. “Firstly, we needed a solution that would link the separate databases used by the various branches within the company.

With a combined warehousing capacity of 87,000 sq ft, containing over €1.5million stock and 15,000 product codes, the ability to work from the same set of data was essential.”

“Back then, these databases had to be updated manually – so the information was never up-to-date. Additionally, data had to be re-keyed from one database to another to run a report. We were aware this was an error-prone practice that could lead to decisions based on wrong information.”

Projects and reporting

Stephen continues, “We also needed more flexible and comprehensive reporting facilities and the ability to keep tight control over projects. Staying ahead in our industry requires strict attention to the percentage profit margin.

Industry	Manufacturing
Geographic	Dublin
Employees	87
Turnover	€14m
Solution	Dimensions
Modules	Multi-currency Microsoft Office integration Transaction broker Costing/project management EC-SSD/intrastat Licence key Purchase order processing Price matrix Sales order processing & invoicing Stock control Sub analysis/multi locations Credit control Euro triangulation & dual base currency Bill of materials

With over 70 projects on the go simultaneously, we needed to be able to set budgets with the ability to drill-down on the figures in order to pre-empt areas that might tip us over.”

Real-time information

After choosing the award-winning Access Dimensions solution from Access Ireland, the first step was to consolidate the information used within the group. This effectively linked all the separate datasets so that any user – subject to security privileges – is able to log into the system and get accurate and timely information to suit their needs.

Because Access Dimensions operates in real-time, users exchange information as it happens – so any changes that are made are automatically replicated so that everyone stays up-to-date.

Extensive reporting functionality has been provided through customised Crystal reports, which have been well-received and continue to be developed in line with the company requirements.

Integration with Excel

With one centralised point for data exchange, it is also easy for users to edit information. Previously, data was updated on a line-by-line basis, requiring hours of frustrating re-keying. Access Dimensions easily rectified this scenario through integration with Microsoft Office.

This has huge benefits in a stock-based industry. For example, a long list of price changes could be selected from Excel and updated to the accounts in just a few clicks without compromising the accuracy of the data.

Stock visibility

With instant and accurate visibility of their stock holding, Control Aer’s users can take advantage of the sophisticated functionality available with Dimensions’ stock control module. Sub-analysis for each stock record means that pinpointing information about stock items, from holding warehouse to exact location on the shelf, is quick and easy.

“We pride ourselves on being able to satisfy the widest range of enquiries” says Stephen. “Whether it’s a customer asking for an air-con unit or a construction company needing a complete ventilation solution, getting the information is at-a-glance stuff.”

Flexible pricing structures

In addition, the price matrix functionality available within the stock control module has proved key to staying competitive. “Getting the pricing right is essential” Stephen continues. “We want to offer value for money, and an important part of this is the ability to react to trends within the market.

With price matrix, promotions can be set up quickly, and changed at a moment’s notice so that our customers can take advantage of these revised prices. In addition, we can tailor pricing structures – including discounts – based on our customer buying patterns, so building up mutually profitable relationships with them.”

Keeping up with growth

Stephen concludes “We took on Access Dimensions because we wanted a system that could cope with the company’s rapid growth – and we are looking forward to working with Access Ireland to further develop the system as our needs continue to change.”

Who we are

Access will give you the advice, tools and clarity you need to make effective decisions, quickly and with certainty.

As both a business-focused consultancy and a specialist software developer, we combine our innovative software with practical experience to deliver a solution that’s exactly right for you and your business.

You can rely on us to provide you with a solution that’s simple, proven and relevant to your company. We have over fifteen years’ experience of developing software here in the UK and our regional consultants have tailored and implemented this software all over the UK and Ireland. The expertise we’ve gained gives us an unbeatable ability to accurately assess your needs and deliver maximum impact with ease and confidence.

We believe your solution must be ready for the future, as well as right for today. Because your business will constantly evolve, we provide a software solution that grows with you. Our modular software covers a complete range of business, financial and administration processes and can be flexed to give you the precise view of your business that you need at any time.

Our supportive consultants combine their first-class software expertise with in-depth industry knowledge to constantly improve and simplify your business processes so that your solution delivers maximum value and a continual return on investment.

With Access, you can be sure you’ve got the clarity you need to reach your business goals.

Further information

For further information on this, or any other Access case studies, please telephone us on +353 (1) 885 5577, email case-studies@theaccessgroup.com or, alternatively, visit www.theaccessgroup.com/downloads/case-studies.aspx