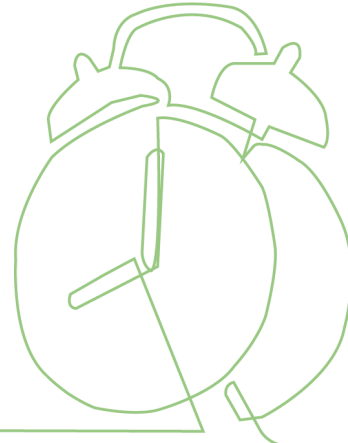




As a manufacturer or distributor in the furniture industry, earning the trust of your clients by managing their expectations and competing to acquire a leading position is a key focus.

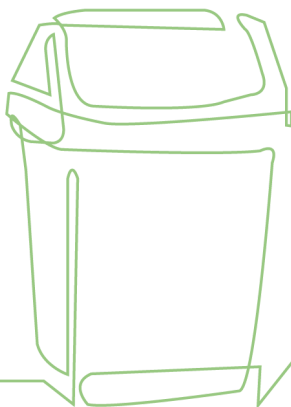
Free up time away from manual tasks. Invest in an ERP solution that supports all the processes in your business from buying stock, to production to sales.



Today, customers have high expectations of what they expect from furniture businesses. They want to place orders online using customisation and see clear timeframes for delivery. However, for furniture businesses to meet these expectations can mean a minefield of managing manual systems, re-entry of data into disparate solutions, or perhaps just too many visits to the shop floor to find out where the orders are up to.

The clients' expectations put pressure on the process of purchase to order, which in turn can leave your production team with order bottlenecks and the management team moving customer deadlines and sending endless confusing customer communications.

Wasting time, wasting effort, and wasting money are clear focus points, and unravelling where the problems stem is time consuming and just 'another thing to do'.



Reduce waste, create process flow and make gradual improvements.



Ageing ERP systems creaking at the seams as more functionality is required can cause frustration, especially if your business needs to work around the systems. Or perhaps the processes use spreadsheets and are reliant on the memory or knowledge of your operatives. IT develops so quickly therefore incumbent systems can be costly to keep up to date can take an inordinate amount of time to maintain operationally.

Investing in a new ERP system with a secure and fast flow of high-quality data can remove many of these issues and provide a more stable and viable IT infrastructure, as well as providing management information that can be relied on.

Having a 24/7 ordering point and the ability to have an online experience to compete in this fast-paced market becomes a crucial necessity and managing customer expectations become essential.

As production and delivery teams are under pressure to get their job done, they perhaps may not worry about what is happening in another team, so won't see the big picture. The baton being passed from sales to production to delivery must be seamless and provide great a customer experience. Think if you could put the data together and provide your internal team a view of that big picture, how it could propel your furniture business forward by bringing internal teams together giving surety to your clients so they want to do business with you again and again.

But where to start? It can feel overwhelming the pressure of ensuring these bottlenecks can be removed and provide the return on investment the business needs. As a furniture SME removing silos is important, so start small and review one process at a time.

We recommend keeping it small and simple. Review your core needs first. Having financial accounting in place is essential, then build out your needs of your furniture business from the core.





As an accredited Microsoft partner, here at Synergy Technology we implement Microsoft NAV or Dynamics 365 Business Central complimented with a leading furniture business software, to help you manage and grow your furniture business. This provides a unified platform removing disparate solutions and offering the capability to work smarter both internally and externally.

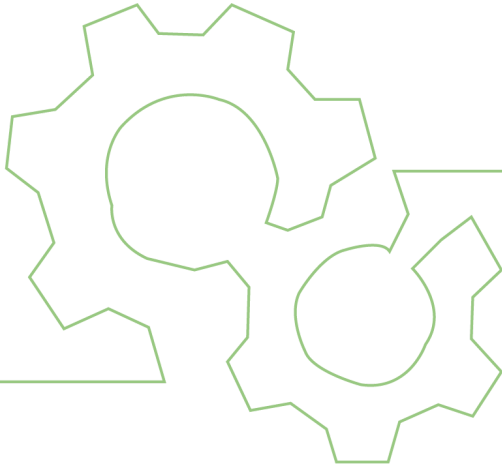
Having a scalable unified ERP solution such as Microsoft Dynamics 365 Business Central at the core provides the opportunity for seamless integrations and will provide benefits to your furniture business, the operatives on the shop floor, and its customers.

The ability to scale up your furniture business by removing manual order entry, manual reporting and wasting time on communications altering deadlines means you can save on salaries or ensure team members are focusing on delivering without the worry of letting clients down.

The ability to provide clients to choose the furniture combinations is a clear advantage; For example, choosing the office chair, in green, with hand rests... and then being offered a time frame for delivery of those components as one item will delight clients. Providing clear real-time communication in the warehouse means customers are placing orders which can be fulfilled on time and with clarity, giving the opportunity to create a great customer experience which they will talk about.

Using this system developed specifically for furniture businesses enables complete mapping of the inventory data in the warehouse logistics at any point in time, as well as providing variants of SKUs reducing the management of these SKU numbers and the quantity of them. If a client calls to query an order having the ability to check that order and provide precise delivery dates with the data right there at the right time, not only saves your team members time but also improves the perception of your furniture business and what you are about.

And this demonstrates that the return on investment is not just about the bottom line, but has wide-reaching effects on reducing unnecessary overtime, seeing the data in real-time and knowing if the business is on track will remove the worry and pressure of potentially letting clients down and therefore the quality of work-life balance for those operatives working on the orders



“Customer don’t place orders we cannot fulfil because the system is constantly updated.”

If these issues resonate, review the processes one at a time and check how is your ERP software helping your furniture business right now to compete. Get your teams involved, they will have great insights that impact their role every day.

Over to you

- **How is your current software working?**
- **What are the pains your business is experiencing?**
- **Where does your software not support your business?**
- **Contact Synergy Technology – working with ERP solutions since 1999. We can help your furniture business get ahead.**