



GA Valves Overcomes Business Central Challenges With the Help of Transparent and Reliable **SynergyCare** Support



Microsoft Dynamics 365
Business Central

GAValves



synergy
technology

Introduction

GA Valves Sales Ltd is a family-run business based in Brighouse, West Yorkshire, UK, specialising in the design, engineering, and supply of precision-engineered valves and ancillary products. Since its establishment in 1989, the company has built a strong reputation internationally for delivering high-quality automatic control valves, particularly tailored for water and wastewater applications.

The company's expertise extends across a diverse range of valves including air release, vacuum, gate, butterfly, and check valves, often customised and tailored to meet specific customer requirements. GA Valves is notable for its advanced computerised management and stock control systems housed in their modern office and warehouse near the M62.

The management team is recognised for extensive industry knowledge and technical proficiency, underpinning the company's commitment to quality and reliability. This combination of extensive expertise, state-of-the-art infrastructure, and strong adherence to industry standards positions GA Valves as a trusted supplier in various utility and industrial sectors. **Katherine Mulhall**, the **Operations Director**, oversees the company's operational efficiency and technology integration.



The Challenge

GA Valves faced operational challenges during a period of business growth, particularly with their IT systems. They had transitioned from Pegasus Opera to Microsoft Dynamics 365 Business Central through a Microsoft Dynamics partner, however, as Katherine Mulhall explains, the implementation had not gone completely to plan. "The other IT company was being paid for the work that they'd done, but they over-promised and under-delivered. Then, when we asked them to get it up to the level that they talked to us about originally, everything was an extra charge. It just really was poor communication across the board." This lack of transparency and additional costs created frustration and undermined GA Valves' trust in this Dynamics partner. Because of this, the company sought a new IT partner to resolve these issues and provide dependable support for their growing needs.

The Solution: SynergyCare Support

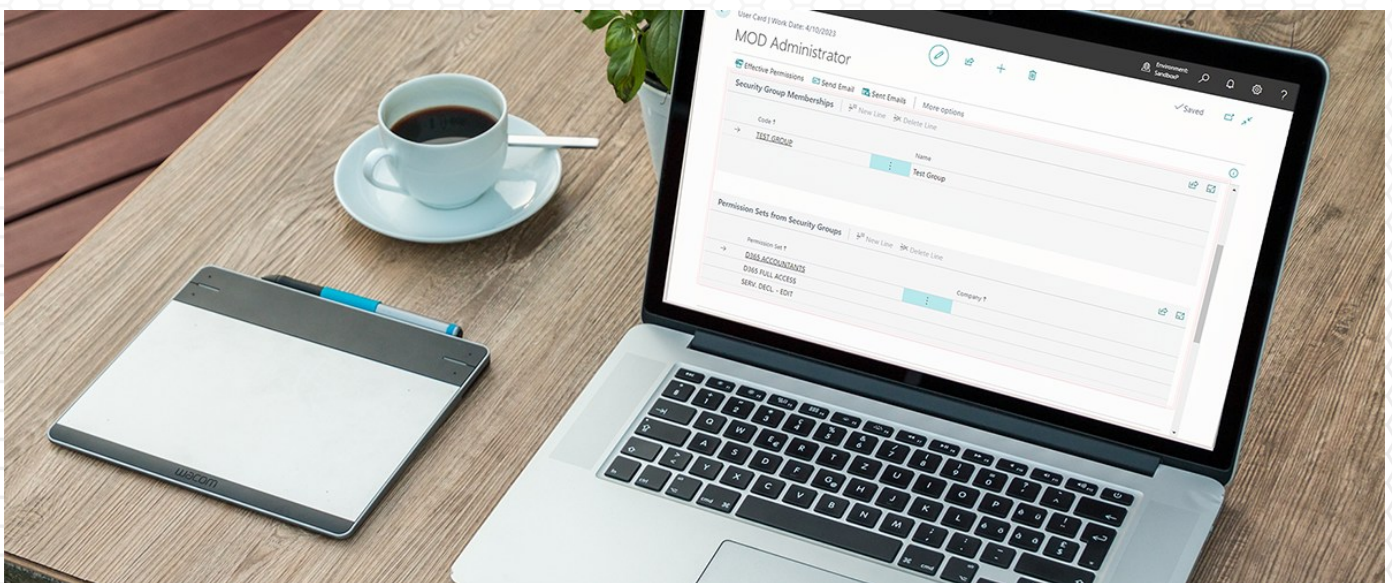
GA Valves engaged Synergy Technology following a recommendation from a trusted long term supplier. "We have another IT company that supports our hardware, and the owner of that company recommended Synergy Technology. We were having issues with the previous partner we were with, and they said we wouldn't have any issues with Synergy, so we took their recommendation."

While Synergy Technology did not originally implement Dynamics 365 Business Central, they took over support and helped improve the system's functionality. "At the beginning, we needed a little bit more assistance because obviously we had some things left over which weren't handled by our previous IT company, reporting tools and things like that. We were recommended Jet Reports by Synergy as well, so we now use that for our reporting" Katherine added.



Synergy Technology's honest and straight forward approach impressed Katherine: "I would say if I'm comparing Synergy to our previous Dynamics partner, the main difference is that Synergy are more transparent. They will try to provide alternative solutions, especially if I say I don't want to be paying a lot for something to be designed for instance. They'll just tell me straight if it's possible or not possible. It's more of a transparent conversation. I feel that Synergy avoid overfacing us with IT jargon just to try and get some money for consultation."

Amanda Larmond, Business Central account manager for Synergy has been especially valued by Katherine for her personalised support: "Amanda has been really supportive. If I've had any sort of challenges with any tickets being raised or not understanding certain things, she's really helped. She will give us ring to catch up, and when she does, she remembers the last conversation that we've had, and I feel she's got a good attention to detail. She does definitely put me at ease. I'm not an IT professional, so I rely on the IT partners that we collaborate with to understand what's going on, and I do trust that Synergy are giving us the right information."



The Results

With Synergy Technology's support, GA Valves Sales has enjoyed improved operational efficiency and cost savings, due mainly to clear, upfront communication and fair pricing. The introduction of customised reporting tools has enhanced management's visibility and decision-making. The transparent and supportive relationship has restored trust. GA Valves no longer faces unexpected charges or poor communication, allowing them to focus on running and growing their business with confidence.

The Future

Katherine shared the company's future plans: "We're hoping in the future to grow the business, and as that happens and we expand the team, we may look at the CRM for sales side of things to help streamline our internal processes further. If we do, obviously we'll talk to Synergy about that." Synergy Technology remains a trusted partner, ready to support this next phase of growth and digital transformation for GA Valves.



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