



Advanced Exchequer helps Geyser grow its business.

Geyser physically stocks £400,000 worth of product in its own 12,500 sq ft warehouse in Manchester. With 12 full time employees and a turnover of £1.6 million, Geyser has been using Exchequer since 2008 throughout all departments of the business to handle sales, purchasing and accounting.



When replacing its existing finance software, Geyser was looking for a more advanced solution that would deliver better control of stock and improved reporting. It was also very important for Sales and Marketing Director Alex Ramsey to have a financial management system that could handle the bespoke aspects of Geyser's business.

Alex and his team handle approximately 25 orders per day, with 65% coming via the website, 20% over the phone, 15% via the showroom. Sixty percent of overall sales are domestic and forty percent from tradesman. Alex comments, "From sales order processing to managing stock, handling returns to managing distribution – this is all conducted via Exchequer, we don't use any other software. Our business is growing and Exchequer has helped us to do this. We have streamlined our processes and been able to tailor Exchequer to suit our methods, such as handling up front payments, creating a bespoke solution that you would never get out the box."

Exchequer's Distribution modules manage all aspects of the wholesale and distribution

operation, from warehouse management, stock control and forecasting to proactive selling of products and managing returns.

Stock is a critical element in any distribution operation and the ability to create user-defined fields within the Stock Control module proves particularly useful at Geyser, as it brings Exchequer in line with the way it handles business. For example each stock item has been set up with user defined fields such as material type, creation date, stock status and margin. This gives the entire team access to detailed stock information at the touch of a button, both empowering them and offering a high level of customer service.

The reporting capabilities of Exchequer, especially the dynamic links with Microsoft Excel, gives Alex further tools for business analysis and forecasting. "Automating Excel with Exchequer is an excellent part of the solution and one we couldn't do without," continues Alex. "All reports from daily reconciliation through to stock analysis and year end accounts are done via Exchequer. Many reports are based

Client >

Geyser

Sector >

Wholesale & distribution

Project >

Replacing existing financial software.

"Exchequer is the lifeblood of our business."

Alex Ramsay >
Sales and Marketing
Director >
Geyser

Reports take minutes rather than hours.

on the user defined fields we have set up, which is a big advantage as we can run them through visual report writer and reduce the time spent on manual data entry. The ability to view and interact with multiple screens at the same time gives flexible access to our business information with no restrictions."

The sales team at Geyser makes full use of the Bill of Materials functionality on offer from Exchequer. This lets them have comprehensive management of product assemblies and kitting requirements. Quantity breaks can be defined against each stock item and where other items are sold as a complete package where all component parts are hidden in the background, the customer will only see the single combined product on their invoice. Combined with real-time stock intelligence, Exchequer can process the stock ledger automatically without the need for human intervention.

All returns at Geyser are also processed by Exchequer which means there is full visibility of the exact status of the return, including support for the handling of expected returned stock against actual.

Alex says, "I have to say that Exchequer is the lifeblood of our business," says Alex. "We have a complete package of information for each order and stock item that is totally traceable, even historically. If I do need support from Exchequer, the Support team can log in and take over my machine which means issues are resolved very efficiently. Exchequer 100% improves our service to customers and facilitates business growth, I believe it has paid for itself well and truly in the time we've had it".

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Alex Ramsay >
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