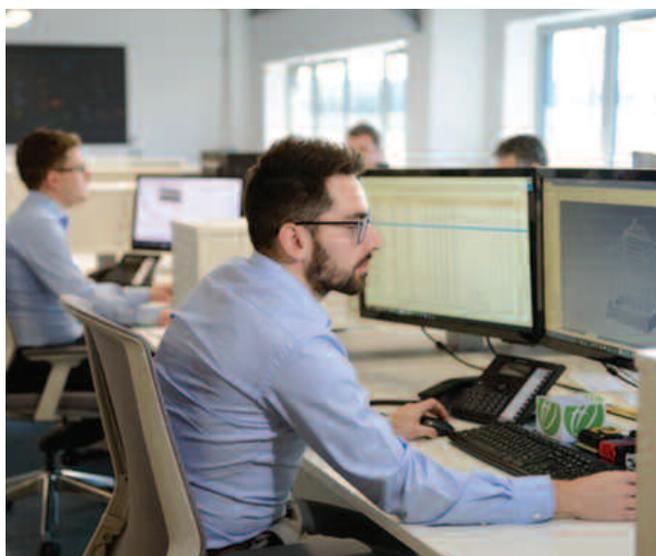




Harrod Horticultural nets gains

A very successful family business, Harrod UK Ltd was founded by current chairman Ron Harrod in 1954. The initial focus was sports equipment, particularly goal posts and nets, using experience initially gained from repairing fishing nets in Lowestoft. Today they manufacture equipment for a vast range of sports and have been the official supplier to the UEFA Championships League Final, the London 2012 Olympic Games, Rugby Union World Cup, and the Commonwealth Games. Harrod UK Ltd is also the official supplier to Wembley Stadium and St Georges Park League clubs.

The similarity in requirements between goal nets and crop protection enclosures was not lost on the company and Harrod Horticultural was founded in 2003. Today Harrod Horticultural has an enviable reputation for garden product design and high quality, UK manufacturing and product endorsement from the RHS. They are now a market leading multichannel, mail order retailer in the gardening sector, supplying hardware products to grow your own, fruit cages, raised beds, pergolas, and arches.



Key Facts

- »»» Live with MNP since 2007.
- »»» User of OrderActive, WMSActive and PSMAActive.
- »»» Processing over 1000 orders a day through MNP systems.
- »»» Excellent inventory usage and accurate projected delivery dates.
- »»» New product design and development cycle times have been reduced using PSMAActive by sharing information and collaborating across internal departments, overseas offices and external partners.
- »»» Accurate stock information is available to customers giving a seamless fulfilment experience.
- »»» Integrated with PayPal offering customers a quick and simple check out method, increasing the likelihood of repeat buying.



Harrod's IT requirements have changed significantly as the business has evolved. In 2009 the company was experiencing significant problems with the control of orders; some orders frequently disappearing resulting in frustrated customers. Harrod turned to MNP's ActiveSeries Suite for help, relying on the Order and Warehouse Management Systems, OrderActive and WMSActive respectively.

OrderActive provided stability to their overall customer service and sales order processing while WMSActive allowed for greater inventory control as well as communication between their warehouse and call centre. The real time data flow improved information available to their customers who were delighted with the increased response times and order fulfilment. In addition, Harrod benefitted by also integrating other key systems with the ActiveSeries Suite giving better control over their day-to-day business workflow.



Duncan Harrod, IT Manager comments "One of the most vital aspects in providing the service levels our customers want and deserve is to ensure complete integrity of the data flowing throughout the supply chain. The MNP systems are fully integrated but also ensure timely and accurate data flows to and from our web shop system. We are delighted with the improved performance this has given us."

The implementation of WMS gave Harrod some further benefits. Carl Green, Operations Manager explains, "We are currently using the paper picking capabilities of the MNP WMS and this has already improved efficiency by providing reliable information requiring less re-work and resulting in more rapid servicing of customer orders. We can now handle in excess of 1000 customer orders per day with ease and productivity per staff member is higher."

Of course the business does not stand still and is constantly seeking ways to further improve the service to its customers. Duncan Harrod adds "One of the key benefits of our close relationship with MNP is that we are able to get enhancements to the package delivered quickly and at a very reasonable cost. The great thing is that these enhancements all go into the base code so there are no future upgrade challenges."

The long-standing close relationship between MNP and Harrod Horticultural will continue for many years to come. MNP's ongoing engagement with Harrod continues to yield further improvements that impact their business in positive ways.



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