

AccTech Western Cape upgrades Sage 300 ERP for Dowson & Dobson Industrial



Customer

Dowson & Dobson Industrial

Industry

Manufacturing and distribution

Location

South Africa

Solution

Sage CRM, Sage 300 ERP
and Sage RMS

After running a company for 106 years, and having developed a stable market share for itself, Dowson & Dobson Industrial was in need of implementing a modern ERP system that would enable the company to take its operation to the next level. "The perfect solution was found with the upgrading from their original DOS-based Sage 300 ERP solution to Sage 300 ERP Advanced, incorporating Sage's comprehensive Retail Management Solution (RMS) and Customer Relationship Management (CRM) system," says John Yorke, Director of Dowson & Dobson Industrial.

Dowson & Dobson Industrial was founded in 1906 and is associated with high-quality products and excellent service since the original company was started in the Cape. Today D&D Industrial distributes well-known and

trusted products such as Ridgid, Band-It, STAG, Wilkerson, Waircom, Deprag, Nederman, Trion and Mighty Seven throughout the African Continent. The company operates from its offices in Johannesburg, Cape Town, Durban, Richards Bay and Port Elizabeth in South Africa.

'The perfect solution was found with the upgrading from their original solution to Sage 300 ERP Advanced, incorporating Sage RMS and Sage CRM.'

John Yorke
Director
Dowson & Dobson Industrial

Challenge

Dowson & Dobson Industrial was in need of implementing a new modern system that would enable the company to take its operation to the next level.

Solution

The implementation of Sage CRM and Sage 300 ERP fulfilled D&D Industrial's requirements of a simplistic and next generation solution that would grow as the company grows.

Results

The integration is supported through all of D&D Industrial's national locations. The company's extensive infrastructure and national sales network, which has specific point of sale requirements, now has reliable and effective communication lines.

‘D&D Industrial is an established company with a mature customer base, which meant there was no room for error in the choice and implementation of a replacement system.’

Henri Hattingh,
Chief Executive Officer
Dowson & Dobson Industrial

An open invitation was put out to all of Cape Town’s largest Sage business partners to tender for the supply of an ERP system that would be able to satisfy D&D Industrial’s requirements of a simplistic and ‘next generation’ solution that would grow as the company grows. “AccTech Western Cape’s depth of experience with the Sage product range, their business skills and modern training facilities motivated the choice. AccTech’s national footprint enables them to support the system not only in Cape Town, but nationally and across the African continent,” says Yorke.

Henri Hattingh, Chief Executive Officer of AccTech Western Cape says the implementation at Dowson & Dobson was preceded by a comprehensive company analysis. “D&D Industrial is an established company with a mature customer base, which meant there was no room for error in the choice and implementation of a replacement system to their original DOS-based Sage 300 ERP solution. The company has quite an extensive infrastructure network in which they run a national sales network with specific point of sale requirements that often have to be executed with unreliable communication lines,” explains Hattingh.

About Sage CRM

Over 14,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you’re just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

