



**York Guns Limited: Supplying
shotguns, accessories and clothing
with SAP® Business One**



Partner



Company

York Guns Limited

Industry, products and services

Shooting supplies – shotguns, rifles, rifle scopes, shooting accessories and clothing

Revenue

£3 million (€3.5 million)

Website

www.yorkguns.com

SAP® solutions

SAP® Business One

Partner

APH Computers Ltd

www.aphcomputers.co.uk

Leading the way in guns since 1981

York Guns Limited, a privately owned company, was established in 1981 as a sole trader and converted to a private limited company in 2003. Its enthusiastic owner and sales director manage a retail outlet in Dunnington, York and a thriving wholesale distribution service. Today, York Guns Limited sell a wide range of shooting supplies, such as shotguns, rifles, rifle scopes, shooting accessories and shooting clothing from brands including Beretta, Browning, Seeland, Sako and Swarovski.

With 30 years' experience, excellent customer service and knowledgeable sales staff (all staff are shooters), York Guns Limited was keen to update its systems to enable the business to plan for the future.

The SAP Business One application was introduced to help manage their business more effectively and efficiently from the retail shop and accounting to wholesale trading and firearms register.

Introduction

Vision

Why SAP?

Implementation

Solution

Benefits

Future plans

Planning for the future

In order to future-proof itself, York Guns Limited understood that it needed to update its system, which had become outdated, to stay ahead of its competitors. The old system severely lacked the ability to produce essential financial reporting and this was the catalyst for the introduction of the SAP Business One application.

York Guns Limited wanted real-time reporting to enable efficient management of the both the retail and wholesale operation and the business as a whole.

“We knew that to ensure the future of the company, we had to upgrade to a more sophisticated business system and SAP Business One was the only workable solution.”
John Smith, founder of York Guns Limited.

Introduction

Vision

Why SAP?

Implementation

Solution

Benefits

Future plans

The only workable solution

In replacing its old system, York Guns Limited wanted to ensure the survival of its business. "With SAP Business One, we know that the application will grow with the company and we now have a single solution that is future-proof," says Kerry Whattam, "in addition, it will ensure we are more organised administratively." The software provides critical information in real time, so employees can see immediate changes in stock

availability and have sales order and other financial information instantly. "The financial reporting that SAP Business One provides is crucial to ensure the effective management of budgeting and planning. It also highlights the most lucrative areas of our business and presents a professional image to our customers," adds Whattam.

"With SAP Business One, we now have a single solution that is future-proof."
Kerry Whattam, Head of Finance, York Guns Limited

Introduction

Vision

Why SAP?

Implementation

Solution

Benefits

Future plans

Fast and efficient system integration

The implementation of SAP Business One enabled York Guns Limited to address and review current business processes, meaning that implementation was, in fact, much more than the new software functionality. To help deploy SAP Business One, York Guns Limited chose APH Computers Ltd who had taken discovery steps to ensure the business was a fit for the solution. "Once this was established, APH delivered demonstration workshops and implemented a training

schedule to ensure the right people within the business received the relevant training to guarantee both knowledge and self-sufficiency in operating SAP Business One," says David Thompson. The team at APH took the time to fully understand the business, refining processes so that the adoption of the new system would dovetail these refined processes and provide greater efficiency to York Guns Limited.

"APH delivered demonstration workshops and implemented a training schedule... to guarantee both knowledge and self-sufficiency in operating SAP Business One."
David Thompson, Sales Director, York Guns Limited

Introduction

Vision

Why SAP?

Implementation

Solution

Benefits

Future plans

High speed reporting and efficiency

SAP Business One provides a full end-to-end solution for York Guns Limited to manage the business from sales to purchasing, stock control to finance; as well as integration with their online trading website and a barcode controlled retail process. "SAP Business One is empowering my staff to access reliable, up-to-date information to produce accurate reporting whilst allowing the team to focus

on customer service and sales," says Kerry Whattam. In addition to SAP Business One, some Advanced Workflow using a SAP Approved Module was developed relating to the UK's strict gun licensing rules. This ensured the system was fully compliant with such rules and automated the legally required notifications to local constabularies in relation to the trading of firearms.

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Kerry Whattam, Head of Finance, York Guns Limited

Introduction

Vision

Why SAP?

Implementation

Solution

Benefits

Future plans

Clarity for the future

SAP Business One is saving time for York Guns Limited and has introduced an enhanced level of efficiency and effectiveness, enabling the company to focus on optimising its sales and customer service. "Our business health has improved since we implemented SAP Business One and we now know where our future lies" says David Thompson. He adds "SAP Business One provides us with a clear and concise vision of our future, so we can

better anticipate supply and demand". "SAP Business One not only presents a professional image to our customers but it enables us as a business to operate more professionally," says Thompson. He adds "We know that with APH we have a constant line of communication and on-going support meaning that together we can guarantee the system progresses in line with the needs of the business."

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David Thompson, Sales Director, York Guns Limited

Introduction

Vision

Why SAP?

Implementation

Solution

Benefits

Future plans

The future is bright

The introduction of SAP Business One has helped streamline the processes of York Guns Limited, all staff are proficient in its use and understand its functionality to ensure that all aspects of the business operate successfully. "SAP Business One has made it easier for us to develop our processes, improve our operations and plan more effectively for the future," concludes Thompson. "It has transformed our ability to collaborate with partners like APH to utilise technology to advance our business' performance."

YG YORK GUNS

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