



# ABS<sup>o</sup>FT

## Customer Success Story

### Absoft ADIMA ERP for Manufacturing with Marshall Trailers

Client has  
reported:

## Marshall Trailers' digital transformation towards intelligent, agile manufacturing with Absoft ADIMA ERP

"For us, the adoption of ADIMA was both necessary and revolutionary. There are business activities that can only be done so well with paper and old IT systems. Marshall Trailers wants to grow – this is the route to ensure that happens."

Charles Marshall, Marshall Trailers MD

In this case study Marshall Trailer's MD talks about the changes their family business has undertaken in recent years to meet new customer and business system demands and facilitate growth.

Learn more about Marshall Trailers' digital transformation journey and the results achieved after implementing Absoft ADIMA including:

- Lower administrative costs & greener operations;
- Improved sub-contracting process;
- Cost-efficiency increase;
- Inventory benefits;
- Strategic production benefits;
- Product consistency;
- Better performance reporting & accountability;
- Higher customer relations efficiency;
- Improved efficiency & cost-savings once on the cloud;

## Marshall Trailers

### Customer Background

Established nearly 70 years ago, Marshall Trailers has built an international reputation for producing the highest quality agricultural machinery. Pass an agricultural trailer or container on the road, or on farming land and there's a good chance that it's a Marshall product.

- **Growth Opportunities and Challenges**  
**Evolving with the new customers demands**

As the family-owned business has expanded to include a third generation, the past five years have heralded significant change within the company. With a turnover of approximately £8million, its customer base is growing and its product line has evolved and increased with a range which has a new look, is of superior quality and is easier to manufacture.

- **Automation Adoption**  
**Increased efficiency and cost-savings through automation**

As Marshall Trailers continued to thrive, investments in robotic welding units and shop-floor technologies followed but it also became increasingly obvious that the business needed to replace its creaking IT systems and move towards a 21st century business system capable of supporting ambitious growth plans.

An operational re-organisation, and adoption of an automated process encompassing the whole process from stock control and manufacturing through to customer engagement and accounts, was required - all whilst protecting Marshall's hard-earned reputation for producing high quality products.

In order to grow the business and improve efficiency - without increasing its physical size of around 55 employees - it was clear that automation must be adopted wherever possible; from manufacturing through to accounting, customer engagement and beyond; all whilst protecting Marshall's competitive edge.

- **The Change**

Charles Marshall, MD, succinctly sums up the requirement to make a change:

**"For us, the adoption of ADIMA was both necessary and revolutionary. There are business activities that can only be done so well with paper and old IT systems. Marshall Trailers wants to grow – this is the route to ensure that happens."**

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## Why ADIMA ERP for Manufacturing

Why Marshall Trailers chose SAP for SMEs and specifically Absoft's ADIMA solution

Marshall Trailers knew that the resource planning process they aspired to was traditionally the preserve of much larger companies. However, the solution came in the form of ADIMA, a pre-packaged version of SAP created by Absoft SAP Consultancy, which is uniquely applicable to the SME sector.

Understanding that hundreds of companies across the UK face the same challenges as Marshall Trailers, Absoft took the baseline SAP solution, streamlining and pre-packaging it to form ADIMA (Advanced Discrete Manufacturing), a software specifically created to address the needs of SME manufacturing companies.

**It is an affordable, integrated single system solution for smaller, ambitious companies looking to restructure and optimise business activity.**



# 20%

Marshall Trailers reported 20% reduction in a pre-existing order backlog for a key work centre in the first week.

**"From day one, Absoft has correctly anticipated any shift in requirements and understood exactly what we need- whether that's improved workshop floor operations or the data required to ensure we're maximising production.**

**They provide a pragmatic approach to our requests and address any challenge with a positive, problem solving attitude."**

Many smaller manufacturers recognise that the functionality of SAP makes it the only system geared towards its own complex needs. However, as the high-cost software of choice for larger companies with a reputation for complexity, it's an unfeasible option for any other than the largest of organisations.

**By creating ADIMA, Absoft has provided all the benefits of SAP - enhanced production flow, increased security, and high administrative efficiency - in a well-tailored package, which delivers the precise functionality required by each client, together with the flexibility to adapt the system to pre-empt and manage future changes.**



# 924

Production Orders were completed in the first week

## The Results

Marshall Trailers has confirmed that making the move with Absoft to ADIMA has had a fundamental effect upon the business.

### ◦ Lower Administrative Costs and Greener Operations

Since implementing ADIMA, Marshall Trailers has streamlined its office-based workforce considerably. This has been directly attributable to the paperless (and more environmentally sound) processes of ADIMA. This is a huge saving for a company of its size, with invoices now created in 30 seconds and quarterly management accounts created in an hour, rather than three days. ADIMA has also ensured administrative accuracy, with errors such as double payments now a thing of the past.

### ◦ Sub-contracting Process – and Cost-efficiency

ADIMA has allowed the company to manage stock levels of products and services produced by third parties, ensuring a seamless integration of those components into the wider production process, without delays or additional cost.

Critically, the system has allowed 100% clarity on the accuracy of all deliveries. Where previously a small discrepancy between purchase order and units delivered may have been difficult to trace, now this can be achieved in seconds. Marshall believes that the savings accumulated in this way are set to save the company thousands.

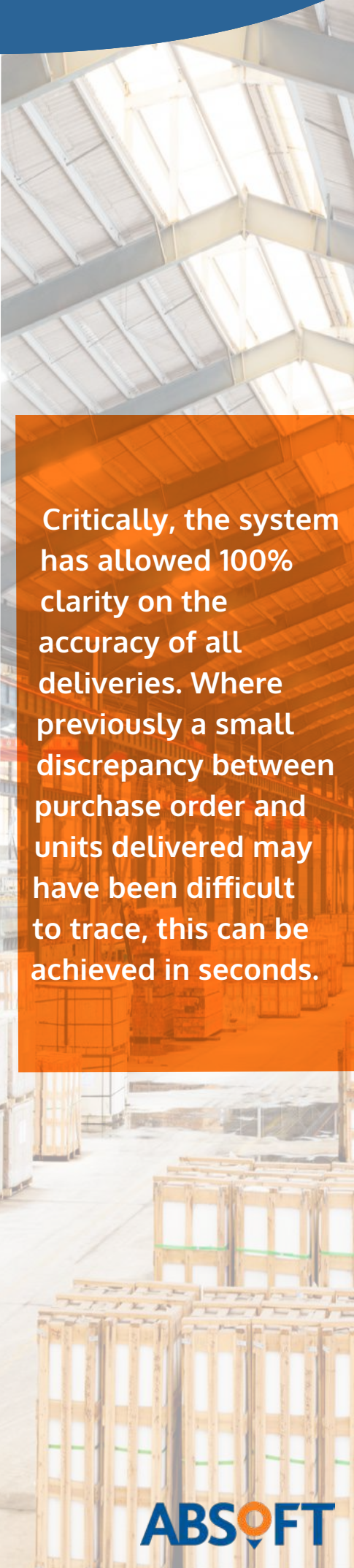
### ◦ Inventory Benefits

Prior to the installation of ADIMA, key robotic machinery which is capable of working up to six times the speed of a human, was not being optimised due to failure to supply all components at the required time. Conversely, the company had previously experienced holding too much unnecessary stock.

ADIMA's ability to manage and anticipate stock levels has not only mitigated this issue, by streamlining the buying process, it has also resulted in a tidier workshop and more accurate stock counts, which are due to ensure projected profits remain true at year end.

### ◦ Inventory Benefits

Before ADIMA, components had been produced on a fairly ad hoc basis; their production had not been aligned with order requirements – resulting in unused stock taking up precious floorspace, not to mention encouraging unnecessary use of machine and personnel time.



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## The Results

### Product Consistency

SAP has helped with product standardisation. Whilst all products are built to spec, workshops staff would previously arrive at that spec via various means, and with small inconsistencies. Not only did this create a "cottage industry" feel to operations, it also made smart parts ordering almost impossible.

### Performance Reporting and Accountability

Clarity on factory performance has created huge changes within Marshall Trailers. It ensures all work centres are functioning at optimum levels, identifying sub-standard workmanship whilst encouraging a shift in design and process to ensure that all production is automated where possible.

With empirical evidence now available at the touch of a screen, Marshall Trailers is aware of a real sense of accountability across the entire company, where issues can be investigated and resolved in real time.

Absoft continues to work with Marshall Trailers to create the growing portfolio of reports required, as they continue to optimise and utilise the benefits of SAP and ADIMA.

### Customer Relations

Perhaps most crucially of all - and in the words of C. Marshall, "phenomenal" - is that ADIMA has facilitated clear and concise reporting for all clients, who can track the progress of their order and have proof that its delivery is on time.

This level of customer service is rare within Marshall's particular sector (agriculture), serving to reinforce the professionalism of the company and helping them maintain their client base. ADIMA has also given the company the confidence to offer a reliable spares ordering service via their website - an additional service which helps maintain the client base.

### Cloud-based Operations

By hosting ADIMA on the Cloud, Marshall's sales staff now have the ability to provide clients with answers to almost any question related to an order - past, present or future - on the spot; a huge leap forward when "on the road".

ADIMA has been the catalyst for a move towards an entirely Cloud-based operation, with the associated cost savings that removal of on-site servers a long-term benefit.

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## ADIMA ERP for Manufacturing

Increase efficiency and cost-savings by stepping into the future of intelligent, agile manufacturing with Absoft ADIMA

It's becoming increasingly clear that if you aren't running your business on a 21st century IT system then your ability to adapt, scale, automate and manage cost and margin is severely constrained. The likely outcome is that by the time you realise the problem or the opportunity – it's too late.

Absoft ADIMA ERP is a single, truly integrated system running Sales, Production, Procurement, Inventory, Dispatch and Finance.

Based on the latest technologies, ADIMA's database runs in-memory meaning that the reporting and analytics in the system are live allowing your business to identify, pre-empt and improve – sales, shop floor and top floor.

**Speak to us about the benefits small and medium sized manufacturers gain from ADIMA – an advanced ERP solution on SAP S/4HANA – delivering the right information, to the right people in real-time.**

[REQUEST A DEMO HERE](#)

Typical benefits realised include, but are not limited to:



Reductions in manufacturing cycle times of  
**5% – 15%**



Improvements in on-time delivery Performance of  
**10% – 20%**



Reduced inventory levels of  
**5% – 15%**



Decreased logistics costs of  
**10% – 12%**



Reductions in procurement costs of  
**5% – 10%**

**"We know that SAP and ADIMA have the ability to produce the ideal results for us, but without the support of Absoft, this would not have been the straightforward process we have experienced. Absoft's post-implementation support has ensured that what could be a complicated shift for us, has been as smooth as possible.**

**They continue to support us via highly effective remote functional support and technical managed services of the system. We have also contracted them to provide cloud hosting. Absoft's 20-plus years of SAP experience has been evident at every step of the way, and we anticipate a long relationship with the company as we continue to go from strength to strength."**