



Williams moves to Kerridge Commercial Systems (KCS)

Plumbing and heating merchant Williams, operates a strict trade only policy, and focuses on serving independently owned businesses with 1 - 5 staff.



“By focusing purely on this type of customer,” explained Managing Director, Ray Stafford, “we can dispense with a retail showroom and concentrate on offering the best value proposition to this specific sector.”

It’s an effective business model with the company seeing an annual compound rate of growth of 20% per annum for the last 17 years – a rate Mr Stafford says he plans will continue.

As the company prepares to implement K8, a KCS solution, Mr Stafford explained the decision. “The driver to upgrade from our existing computer system was its age. We had developed it in house during the 1980s and extracting any useful information from it was a tiresome, manual process. It provided us with no business intelligence and had no connectivity with the outside world!”

K8 is a fully integrated trading and business management solution designed for all types and sizes of merchant. Sales processing, stock management and CRM are all supplied as standard modules, as are fully integrated financials and a robust rebate management functionality.

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The 'out of the box' business intelligence tools within K8 will deliver the much improved reporting the company needs, especially the ability to compare performance across the 31 branches and by product category - in real time. Mr Stafford said, "When we used our old system, by the time we'd got the information out of it that we wanted, it was often too late to make the decision we needed it for! We were also putting up with having to shut the system down twice a day to back up the data."

The Williams team heard about K8 after a thorough review of available systems. As demo fatigue was setting in, they were introduced to K8 and realized that, as well as being easy to use, it was also a natural fit for their business model. "What stood out with K8," remembered Mr Stafford, "was how the KCS team intuitively understood how we operate and that the system's functionality seemed to be already mapped to fit all our business processes."



About Kerridge Commercial Systems (KCS)

We provide specialist software, services and support to deliver fully integrated trading and business management solutions to distributive trades customers, large and small – wherever they are in the world. Immersed in the distributive trades for over 40 years, our technical experts are thought leaders in trading and management technology, and our innovative and flexible approach ensures our customers partner with us for the long-term.

Our mission is simple: to design and deliver high performance, integrated ERP solutions that enable our distributive trade customers to source effectively, stock efficiently, sell profitably and service competitively.

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