



# Hilltops IT Case Study

## Screenworks: the "Big Bang" End-to-End solution

*"Hilltops IT successfully managed the implementation of the end to end solution, from start to finish, with minimum disruption and maximum efficiency" – Matt Daines, Office Manager, Screenworks*



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# Project Brief

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## Situation

Screenworks already understood the principles of contact management and practised them to a certain extent, but in order to become even more competitive in an already highly competitive market place and to continue to grow as a business, they recognised the need to formalise these principles by implementing upgraded CRM and sales order processing systems.

## Customer Profile

Screenworks is a well-established and highly successful UK-based company, specialising in the supply of screen-printed and embroidered clothing and textile products, with all of the processing being carried out in-house. Their combination of highly skilled, experienced staff, up to the minute automatic and manual machinery and top of the range raw materials makes Screenworks the only answer for garment decoration. Screenworks prides itself on the quality of its work which is created by skilled designers and the latest technologies and systems.

## Business Challenge

With business growing fast, Screenworks was faced with an increased demand for sales quotations which they were not able to generate fast or consistently enough. In order to offer the best possible customer service, a need was identified for a quoting tool that contained a central product database capable of volume pricing breaks which all employees could share to quickly generate consistent, accurate and professional-looking sales quotations and email them to clients. These quotations needed to contain pictures of the products being quoted and the layout and design of the quotation documents themselves needed to be flexible enough to reflect Screenworks' own corporate identity, i.e. company logo, etc.

- No purpose-built sales quotation system so quoting was taking too long and was inconsistent.
- Information needed to be re-typed on quotes, sales orders, purchase orders.
- Difficulties retrieving information quickly and efficiently.
- Existing quotation and sales order processing system was paper-based so the physical storage space for files was an ever increasing problem.

## Objectives

In order to meet this increased demand for effective CRM and sales quotations, Screenworks decided they needed to implement an integrated CRM and Sales Quotation software solution that would also integrate seamlessly with their existing email and accounting systems, i.e. Outlook and Sage 50 Accounts. Their main objective was for an "end to end solution" whereby all the component parts talked to each other and transferred the information smoothly from one stage of the sales cycle through to the next, with powerful business intelligence and analysis capabilities being readily available at all stages of their sales cycle.

The solution was to be implemented and trained with minimum downtime to the business and with maximum uptake from the employees.

- Implement centralised contact management system.
- Transform quoting into a simple, fast and efficient process.
- Ensure customers and suppliers get complete, consistent and accurate information.
- Progress from a paper-based to a predominately paper-less "back office".



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## The Solution

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### Finding the Right Solutions Partner

To manage the project, Screenworks chose the services of Hilltops IT due to their extensive knowledge and proven success in implementing CRM and Sales Order Processing solutions, not only in terms of installation and configuration, but also in terms of integration with other systems.

Based on their proven track record, Screenworks were also confident that Hilltops IT would be able to customize the “off the shelf” solutions with bespoke development, if required, to meet Screenworks’ specific business requirements. Screenworks were also confident that Hilltops IT would then communicate the whole new business process clearly and concisely to their users by way of tailor-made training courses.

### Solution

Hilltops IT deployed ACT! by Sage Premium for managing customer relationships, QuoteWerks Corporate Edition for sales quotations and ConnectIT-Sage to link QuoteWerks to Sage 50.

Some bespoke development was needed to adapt the “out of the box” functionality of the applications to meet Screenworks’ specific business requirements and Hilltops IT delivered these enhancements as part of the implementation process.

- Seamless integration of best of breed solutions (ACT! by Sage, QuoteWerks by Aspire Technologies and ConnectIT-Sage by Hilltops IT).
- Bespoke Development.
- Implementation Consultancy and Training Services.

### Results and Benefits

The on-site installations went smoothly due to Hilltops IT’s extensive knowledge of the applications. The overall implementation fully met Screenworks’ objectives, thanks to the detailed planning sessions during which Screenworks explained their existing systems and their current and future goals. Hilltops IT then selected “best of breed” applications which could be seamlessly integrated to deliver the required solution.

The main benefits to Screenworks of implementing ACT! by Sage, QuoteWerks and ConnectIT-Sage are:

- Increased accuracy, consistency and productivity in the generation of detailed sales quotations – quotations which previously took up to half an hour to create can now be on a customer’s desk within 5 minutes!
- Reduction in cost of sales and improvement in efficiency of the sales cycle.
- Improved visibility and management of customer relationships – marked increased in customer satisfaction levels.
- Increased accuracy in sales forecasting.
- Powerful reporting, enabling more informed business decision making

As a result of using Hilltops IT’s services to manage the implementation, these benefits were achieved in the shortest possible time and with a minimum of disruption to both workflow and customer service.



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## Summary

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### Screenworks

"Implementing ACT!, QuoteWerks and ConnectIT has helped us manage our business better and satisfy our customers' needs in a more focused and proactive manner" – Matt Daines, Office Manager.

"The efficiencies gained in back office productivity as a result of implementing ACT!, QuoteWerks and ConnectIT means that Screenworks has achieved a return on our investment in a matter of months and instead of recruiting more office staff; we since actually had to recruit more production staff to process the additional orders generated!" – Andy Gilmour, Managing Director.

### Hilltops IT

"The Screenworks team quickly and eagerly adopted ACT!, QuoteWerks and ConnectIT because they could all immediately see the benefits of increased efficiency in managing their customers and increased productivity in generating quotes – in short, the software solutions simply made life easier and helped everyone get the job done" – Stephen Siggs, Managing Director.

### Project and Service Delivery Timescales

ACT! by Sage Consultancy and Training:	November / December 2008
QuoteWerks Consultancy and Training:	November / December 2008
ConnectIT-Sage Consultancy and Training:	November / December 2008
Bespoke Development:	November / December 2008
QuoteWerks and ConnectIT-Sage Support:	November / December 2008 to date

### Software

ACT! by Sage:	<a href="http://www.hilltopsit.co.uk/act_by_sage/">http://www.hilltopsit.co.uk/act_by_sage/</a>
QuoteWerks:	<a href="http://www.hilltopsit.co.uk/quotewerks/">http://www.hilltopsit.co.uk/quotewerks/</a>
ConnectIT-Sage:	<a href="http://www.hilltopsit.co.uk/connectit/connectit_sage.aspx">http://www.hilltopsit.co.uk/connectit/connectit_sage.aspx</a>
SQL Server Express:	<a href="http://www.hilltopsit.co.uk/resources.aspx">http://www.hilltopsit.co.uk/resources.aspx</a>



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## More Information

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Screenworks: <http://www.screenworks.co.uk/>  
Hilltops IT: <http://www.hilltopsit.co.uk/>

## Software Solutions

QuoteWerks: <http://www.hilltopsit.co.uk/quotewerks/>  
ACT! by Sage: [http://www.hilltopsit.co.uk/act\\_by\\_sage/](http://www.hilltopsit.co.uk/act_by_sage/)  
ConnectIT-Sage: [http://www.hilltopsit.co.uk/connectit/connectit\\_sage.aspx](http://www.hilltopsit.co.uk/connectit/connectit_sage.aspx)

## Service Provision

ACT! by Sage Consultancy: [http://www.hilltopsit.co.uk/act\\_by\\_sage/act\\_by\\_sage\\_consultancy.aspx](http://www.hilltopsit.co.uk/act_by_sage/act_by_sage_consultancy.aspx)  
ACT! by Sage Training: [http://www.hilltopsit.co.uk/act\\_by\\_sage/act\\_by\\_sage\\_training.aspx](http://www.hilltopsit.co.uk/act_by_sage/act_by_sage_training.aspx)  
QuoteWerks Consultancy: [http://www.hilltopsit.co.uk/quotewerks/quotewerks\\_consultancy.aspx](http://www.hilltopsit.co.uk/quotewerks/quotewerks_consultancy.aspx)  
QuoteWerks Training: [http://www.hilltopsit.co.uk/quotewerks/quotewerks\\_training.aspx](http://www.hilltopsit.co.uk/quotewerks/quotewerks_training.aspx)  
QuoteWerks Support: [http://www.hilltopsit.co.uk/quotewerks/quotewerks\\_support.aspx](http://www.hilltopsit.co.uk/quotewerks/quotewerks_support.aspx)  
Bespoke Development: [http://www.hilltopsit.co.uk/software\\_development/](http://www.hilltopsit.co.uk/software_development/)

## Hilltops IT

Hilltops IT was established in 2005 to provide software services and solutions to small and medium sized businesses. Hilltops IT specialises in delivering end-to-end contact management, quoting, ordering and invoicing systems and business intelligence solutions with "off the shelf" products backed up with expert consultancy, training and support services. Hilltops IT also has a proven track record in developing bespoke software solutions, software products, add-on utilities where "off the shelf" products do not completely fulfil a client's requirements and business intelligence solutions.

Our key "out the box" product offerings are QuoteWerks, ACT! by Sage, Microsoft CRM, ConnectIT, Sage 50 Accounts, Sage 200 CRM and Sage 200 Financials and Commercials. We also have an extensive range of product development, custom bespoke development and website projects in our portfolio.

Working with Hilltops IT, you will receive a warm, down-to-earth and professional service which will exceed your expectations.

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Media Contact Details: Stephen Siggs, Managing Director

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