

## Case Study

### Northumberland Cheese Company integrates Accounts and Contact Management functions with Sage

Northumberland Cheese is a small artisan cheese maker that specialises in handmade cows and goats cheese for national and international markets as far as North America and Japan. Sage 50 has enabled the company to transform its Accounts and Contact Management function from a rudimentary list of handwritten invoices into a fully integrated network with over a 100 client contacts; whilst ACT! by Sage software has enabled its staff to access a common diary which has helped for both internal and external company planning.

Until 1984, Northumberland Cheese had been using handwritten invoices to manage its client contacts and archiving systems. However, as the company grew and its customer base increased, the major problem was the lack of integration between information systems, both computerised and manual. Usually one archive might contain contact information and billing information while another with stock information. However, data from each of these systems is required for a sales process. Not only was there duplication of information and time, but there were also inconsistencies between the same items that were stored in different locations. The one key requirement for the company was that employees from various departments had to be able to access customer information from one, generic shared source.

The Company started using Sage software as a means to save repetitive handwritten invoices, improve stock management and record customer details.

Northumberland Cheese now uses ACT! by Sage and Sage 50 across the whole of the business.

ACT! by Sage and Sage 50 have a very development platform that allows Northumberland Cheese to integrate all its data information into one database. This means that customer and stock information is all in one place making it easier to locate for sales logistics and dispatch departments. Sage 50 has also been essential for stock product information, sales information and credit controls which are now accessible at various levels throughout the company. For example, the Despatch department has a better understanding of the sales process which leads to improved communication between departments.



**Customer:**

Northumberland Cheese Company

**Location:**

Northumberland

**Number of Locations:**

1

**Number of ACT! Users:**

6

**Solution:**

ACT! by Sage v8



Like many businesses Northumberland Cheese was suffering from a large number of handwritten notes with a lack of communication between departments. With 17 staff and nearly 100 clients, there was a danger that no one would look at the business as a whole to make sure it ran smoothly.

The automation of business processes through the implementation of ACT! by Sage and Sage 50 means that Northumberland cheese now has a complete view of all customer activities, so customer queries can be promptly dealt with. Today service levels have greatly improved and the company has grown on average about 10% per year since Sage implementation.

**“We are a small company without the resources for an IT department but implementing Sage software was quick and easy. We were able to get all the help we needed from Sage’s customer support. Thanks to Sage, we are now able to access historic information very easily for reporting purposes. Cheesemaking in many ways is not an exact science, more magic at times, so it is great to have Sage to cover some of the possible variables and black holes.”**

Mark Robertson, Managing Director,  
Northumberland Cheese Company

#### About ACT!

The number 1 selling contact and customer management solution for over 20 years, ACT! by Sage continues to bring the latest, most intuitive technology to businesses across the globe. ACT! solutions have more than 2.8 million individual users and 43,000 corporate customers in 25 countries, including individuals, small businesses, selling professionals, and corporate teams. Because ACT! solutions support an “anywhere” workforce with seamless online, offline, and mobile access solutions, they work for any business environment. With ACT!, you can achieve maximum productivity so you have time to focus your attention on business-critical activities, provide a better customer experience because you understand the intricate needs of your contacts, and make informed decisions to advance your business.

Sage is a leading supplier of business management software and services to 5.7 million customers worldwide. From small start-ups to larger organisations, we make it easier for companies to manage their business processes. Our purpose is to help our customers run their businesses more effectively, helping them to gain greater insight into their business activities and providing them with lasting benefits by automating their business processes.

#### For further information

- Call 0800 69 405 69
- View a product tour at [www.sage.co.uk/actdemo](http://www.sage.co.uk/actdemo)
- Take a TestDrive at [www.sage.co.uk/acttestdrive](http://www.sage.co.uk/acttestdrive)
- Download datasheets and whitepapers at [www.sage.co.uk/act](http://www.sage.co.uk/act)



Sage (UK) Limited,  
North Park, Newcastle upon Tyne,  
NE13 9AA

Tel 0191 294 3000  
Fax 0845 245 0297  
[www.sage.co.uk](http://www.sage.co.uk)