

SUCCESS STORY

Avon Rubber finds maximum flexibility in Sage X3

*Sage Enterprise Intelligence delivers profitability, insight, and control.*



West of London lies the headquarters of Avon Rubber p.l.c., a 125-year-old enterprise with more than 20 business units and personnel across the globe. One of its most visible divisions is Avon Protection, which manufactures respiration equipment used by military, law enforcement, firefighting, and industrial organizations.

With diverse international operations, dozens of physical locations, and a large distributed workforce, Avon Rubber needs its enterprise resource planning (ERP) solution to work hard—and smart. Sage X3 with Sage Enterprise Intelligence\* does that and more.

\*Sage Enterprise Intelligence was called Nectari Business Intelligence when Avon Rubber initially implemented this solution. The product names have been updated in this case study to reflect current naming.



Customer  
**Avon Rubber p.l.c.**

Industry  
**Industrial Manufacturing**

Location  
**Wiltshire, United Kingdom**

Number of Locations  
**12+**

System  
**Sage X3**  
**Sage Enterprise Intelligence**

### **Eight separate reporting engines**

“Before we implemented Sage X3, we had eight separate accounting and operation applications—each with its own reporting engine,” recalls Mike DePasquale, group enterprise system manager for Avon Rubber. “There was no consistency, poor visibility, and our IT resources were stretched just helping our users obtain the basic information they needed.”

The sheer volume of data to be analyzed also caused trouble for Avon Rubber.

“We used to use Excel® to crunch large volumes of data. There were massive spreadsheets,” says DePasquale. “We would reach the row limit in the software. It was slow, inefficient, and didn’t promote collaboration or sharing.”

DePasquale says he was thrilled to learn that Sage Enterprise Intelligence, an application he had used previously, connects with Sage X3. The company implemented both solutions simultaneously. “One powerful reporting engine has replaced eight separate programs,” he notes.

### **ROI came quickly**

Almost immediately, Avon Rubber began realizing the benefits of its enterprise reporting and business intelligence tool. One way to measure the company’s return on investment in Sage Enterprise.

### **Challenge**

Avon Rubber was utilizing eight separate reporting applications to gather, analyze, and distribute its business data. Staff struggled to learn and to use the applications, thereby placing a substantial burden on the company’s resources. Employees were deprived of quick access to the data they needed to perform their tasks, and management to the data to make better, more informed business decisions.

### **Solution**

Sage X3 with Sage Enterprise Intelligence provides a powerful web-based reporting solution that is easy to learn and easy to use.

“Sage X3 allows companies with vision to realize that vision.”

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“If you understand the power of data in your business decision making, you’ll instantly see the value in this tool.”

Mike DePasquale  
Group Enterprise System Manager  
Avon Rubber p.l.c.

### **Results**

The solution paid for itself immediately through the reduced demand on IT personnel. Data is accessible anywhere, anytime. Even disparate data can be brought together and shared across the enterprise quickly and easily. Intelligence in the decreased IT resources required to support employees’ reporting requirements.

“Users get the information they need on their own,” explains DePasquale. “They can use the templates that come with the software and modify them as needed. That means they no longer require analysts or IT technicians to uncover the data. We now have an IT staff of just three to support the Sage X3 solution enterprisewide. Sage Enterprise Intelligence paid for itself very quickly.”

### **Enterprisewide reporting**

Across all of its locations, Avon Rubber has more than 250 users on Sage X3. “Primarily we’re using the web client, but we have many mobile users too,” says DePasquale.

In fact, one unexpected benefit of Sage X3 is its value to the company’s mobile workforce. “Our sales reps travel with a tablet PC and can pull up customer sales history plus various sales and product related dashboards,” says DePasquale. “They are able to suggest additional products, and if the customer is ready to order, they can quickly check stock at any of our locations. It has really turned into a valuable sales tool.”

### Extensible features

Avon Rubber uses the Excel add-in for Sage Enterprise Intelligence to produce many of its financial reports, allowing the company to leverage an application most finance personnel are adept at.

The software's scheduling function allows employees and their managers to schedule a menu of reports to be delivered automatically at a specified frequency, placing information where it needs to be, when it needs to be there.

### Visibility and control

Sage X3 is hard at work in every business unit and every department of Avon Rubber. The financial director uses it to view inventory holdings across all locations and receivables from both a group and a corporate level.

### Easy to learn and to use

Avon Rubber's employees were able to quickly learn to use Sage X3 and Sage Enterprise Intelligence, gathering the data they need as they perform their jobs. The company made video tutorials available on its intranet, allowing employees to learn on their own schedule.

"Our users are excited about it. Information that was difficult or even impossible to bring together before is now available almost instantly," explains DePasquale. "This kind of business intelligence data tool leaves nowhere for the data to hide. Sage X3 with Enterprise Intelligence brings it to light."

### Realizing the vision

"If you understand the power of data in your business decision-making, you'll instantly see the value in this tool," concludes DePasquale. "Sage X3 allows companies with vision to realize that vision. It allows us to run a smarter, more strategic business."



### Sage X3 – More than ERP

Take control of your entire business, from supply chain to sales with Sage Business Cloud X3. Software for established businesses looking for greater efficiency, flexibility, and insight.

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