



**ROMAQUA**

## Sage 1000 helps ROMAqua to build its bathroom business

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Frankie Powell, Managing Director, ROMAqua



## The challenge

ROMAqua had been a Sage Line 500 user under its previous parent company. In the early days of company formation, it was able to continue accessing this system, but understandably the search for new software to help support and grow the business became an urgent priority.

Sage Line 500 had suited the parent company's business model well, especially in supporting its manufacturing operation. However, ROMAqua Managing Director Frankie Powell explains,

'As a distributor business, we didn't need an assembly capability; rather we required a system which would match our business, supporting our focus on providing customers with a competitive, quality service, based on our monitoring and understanding of their needs.'

## The solution

ROMAqua was happy to stay with the trusted, familiar Sage product range and with Sage Business Partner Pinnacle, with whom there was already a good relationship through the previous parent company.

Frankie looked first at Sage 200, as a smaller system than Sage Line 500, but was doubtful whether this would have the capacity to accommodate the company's ambitions for growth: 'We wanted to have some future-proofing in there, with room to expand as our business evolved over time.'

With Pinnacle's help, ROMAqua explored the possibilities offered by Sage 1000, a new entrant on the market at the time. A strong point in favour of Sage 1000 was its wide-ranging customer relationship management (CRM) functionality. This would strengthen the company's competitiveness without having to source and incorporate a separate CRM product.

After due consideration, ROMAqua decided to opt for the more powerful system and purchased a 10-user Sage 1000 system.

The transition from Sage Line 500 to Sage 1000 went smoothly and day-to-day usage also proved straightforward, thanks to Pinnacle's tried and tested project methodology and the underlying similarities between the two systems. Frankie recalls,

'Pinnacle were very good throughout the implementation, helping us to convert the data, and setting everything up in the way we needed it. This was all extremely helpful, especially given how busy we were at the time.'

## The benefits

Having installed Sage 1000 nearly two years ago, ROMAqua has since benefited from a manageable, efficient system with the breadth and depth of functionality required to run a customer-focused business. The system provides strong support on finance and distribution, while the integrated CRM capability has been a huge benefit.

The last couple of years have been a testing time for any business, but the refurbishment market has been relatively strong. With homeowners finding it more difficult to move, they have become more discerning and prepared to invest in the quality of products ROMAqua supplies. Frankie notes,

'Sage 1000 has eased the challenge of operating in a tough market and has helped us to build an agile business in identifying and responding to changing market requirements, without the nightmare of having to keep writing bits of bespoke software.'

The system helps Frankie to closely monitor the health of the business: 'The Sage 1000 dashboard is especially useful in giving us an at-a-glance picture of the business, with summary information instantly available. We can quickly examine areas such as orders for despatch, what's in stock and what's not, and so on, to identify any blockages and rectify the situation. There's a great deal of essential information that we access day in and day out to run a successful business. Sage 1000 has been an excellent solution for us.'

Being able to access up-to-date information also enables ROMAqua to spot and track the next volume trends and respond by sourcing the right products to fulfil market requirements. There are fashions in bathrooms as elsewhere in the home, including, for example, the current move towards European-style wet-rooms. ROMAqua can help its retail customers to position themselves to benefit from market changes.



Having identified market needs, ROMAqua has to be able to supply products from its range as quickly as possible to maintain customer satisfaction. To achieve this, the company holds over £1 million worth of stock at any one time within a dedicated facility comprising a stock warehouse and a picking warehouse and covering over 50,000 sq.ft. Stocks are tracked using a barcode system which links back into the Sage system and allows a high level of accuracy on the data held.

Customer service is always at the forefront of the business and Sage 1000's ability to record all correspondence and contacts has created a wealth of information about the ROMAqua customer base. Staff can now access a comprehensive view of the customer's transactions with the business and their buying history. Frankie adds,

'The customer complaints functionality within Sage 1000 CRM is excellent. We log any feedback we receive and generate reports, based on which we can take appropriate action.'

Frankie and his team can also assess whether a problem is a one-off or if there is a pattern forming that needs to be nipped in the bud.

Pinnacle further extended the system's functionality by making it possible for ROMAqua to monitor the return on products placed within customers' showrooms. The dashboard functionality is very useful in clearly displaying the return on investment by shop and by display.

## The future

Pinnacle continues to work with ROMAqua to ensure the system aligns with the evolving business and that it is being used to maximum effect.

ROMAqua is currently expanding its product portfolio. It has recently added a range of tiles from the world's largest tile manufacturer, based in Dubai. Frankie says,

'Sage 1000 has been able to handle the logistics for this extension of our product range quite easily, supporting what is, in effect, a new business for us.'

It is intended that the CRM functionality will increasingly help to provide a professional response to the awareness created by the company's marketing activities. For example, it recently ran a trade magazine promotion, which has generated great interest.

Frankie readily admits that, as a powerful system, there is still functionality within Sage 1000 that has not been fully utilised:

'We've been working hard on the business, especially moving to new office and warehousing premises. We appreciate there is a way to go and one of our goals for the coming year is to maximise our use of Sage 1000. At the same time, it's also reassuring to know that we haven't exhausted the possibilities and there is still more the system could do for us.'

## Solution Overview

- A solution with room to grow in the future
- Integrated software for finance, distribution and customer relationship management
- Support to create an agile business in tune with market needs
- Expert assistance at implementation and beyond from long-term Sage Business Partner Pinnacle

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