



**PRIMA HAS DELIVERED  
A SOFTWARE SOLUTION  
WITH INFINITE SCALABILITY  
THAT DELIVERS THE  
COMPETITIVE EDGE**

The Ballyclare Group of companies is one of the world's leading providers of clothing for the workplace, built through organic growth and acquisition.

Trading in multiple countries around the world they have a diverse customer base and product offering.

Their celebrated Simon Jersey and Ballyclare brands specialise in providing customer focused ranges for workwear uniforms, stylish and practical corporate clothing and highly technical personal protective equipment.

With a heritage dating back more than a century, the UK group has offices, manufacturing facilities and distribution centres in several European countries, including the UK, and in North Africa. It also sources from long-established supply chains based in Eastern Europe and the Far East where products are distributed either directly to the client or to Ballyclare Group distribution centres for storage and shipment to local customers.

The group's vast business ranges from large international contracts and equipping entire workforces, to individual catalogue orders – always with an emphasis on high-quality customer service.

Its operational scale also creates considerable leverage through bulk purchasing, ensuring best value procurement for its customers.

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*“It was important for us to work with an industry expert who really understands the unique and highly competitive market sector we're in. Prima's modular design allowed us to choose a system precisely for our needs, rather than bolting on something ready-made and trying to make it fit.*”

*“The streamlining of our business has been significant. It's enabled us to focus on our USPs – in particular, the quality of our customer care.*”

*“This wasn't just a technical solution. We have worked closely with Prima to revisit all our processes and taken every opportunity to improve. I don't really see this as a client/supplier relationship. It's more of a partnership, where we continue to share success.”*

**IT Director**

# PARTNERING WITH PRIMA

By 2006, Ballyclare Group had outgrown its old operational system and, in looking to replace it, was seeking to overcome a number of issues, with simple, modern, proven solutions. These included:

- Operating a variety of IT systems and processes in multiple countries which also needed to cater for specific local regulatory requirements
- An over-reliance on inefficient manual processes
- Disjointed connections to external systems used by suppliers and customers
- The complexities of dealing with the many variables in products, such as different colours, sizes, fits etc.
- The need to track items of highly technical protective clothing and equipment, some of which are bound by a strict legal requirement to track each individual garment from source to each individual wearer, and any service or repair work undertaken during its lifetime
- A desire to provide the highest level of customer service to meet each of their customer's differing needs
- A solution to help deliver a competitive edge in the process of tendering for new clients

Ballyclare Group is an ambitious, complex business, so they were also looking for an experienced partner who could help to streamline their processes and deliver a solution flexible enough to support the integration of further acquisitions, and the occasional realignment of the group's operating and reporting structures.



## THE PRIMA SOLUTION

Prima's specialist software has been explicitly developed for the apparel industry and has been deployed to drive successful outcomes at many other similar companies. The partnership developed with Ballyclare Group has been extensive and, together, they have addressed the complexities of the group's wide-ranging requirements. Starting with a full review of existing business processes, Prima worked closely with the Ballyclare Group team to identify opportunities for improvements, which could then be applied by the PrimaNet software.

PrimaNet is a highly versatile application, now seamlessly handling the diverse range of products and associated data managed by the Ballyclare Group. This project has:

- Streamlined processing across the group
- Simplified the IT platform and introduced a single reporting structure throughout
- Provided fulfilment and support for all e-commerce, e-invoicing and stock control functions
- Introduced Prima's Warehouse Management software, resulting in streamlined and simplified warehouse operations with the scalability to meet increased demand
- Introduced Prima's Wardrobe Management module, transforming the management of customer accounts where employees place orders, on line, for items to be worn at work, while ensuring they stay within entitlements allocated by their employers
- Joined up the processing for orders on bespoke protective equipment from multiple companies and countries across the world
- Enhanced customer service throughout the group

When the group acquired the Simon Jersey brand in 2016, Prima were asked to plan and implement a further roll-out of the PrimaNet software so that Simon Jersey's operation would become seamlessly integrated into the group creating a single operating platform - at a time when the business was relocating, restructuring and adopting new routes to market.

Continued collaboration, along with ongoing staff training and development has allowed the group to further refine its processes to meet new business requirements and ensure they stay attuned to the ever-changing needs of their customers.

# THE IMPACT

From winning the initial contract, Prima Solutions has proved to be a valued and trusted business partner. PrimaNet is a major component of Ballyclare Group's daily operations, providing a platform for every aspect of the company's finance, purchasing, customer ordering and stock management processes. It has been a crucial element in underpinning their demand for control and delivering huge improvements to customer service, stock availability, cost control, productivity and profitability.

The introduction of common business processes across all companies in the group provides a user centred experience with a single reporting structure, where:

- PrimaNet manages the extended supply chain - many manual tasks have been removed, including the processing of thousands of personalised orders
- Order acknowledgement, invoicing and the despatch of products have been streamlined and automated
- Human error is minimised and an enhanced customer service provided
- Users can view and analyse activity across multiple platforms and companies
- Stock planning and forecasting have improved and margins can be assessed more effectively
- PrimaNet offers infinite scalability, enabling significant growth within the group by seamlessly extending the system across new acquisitions, delivering major efficiency gains
- The PrimaNet Wardrobe Management module underpins a service-led approach to manufacture and supply that operates 365 days a year, balancing both domestic and international operations. The group can manage stock with great precision right down to garment and wearer levels, delivering a fully-managed service that covers the entire lifecycle of all customer garments - from specification and manufacture through to delivery, cleaning, collection, repair and replacement
- Ballyclare's distributed processing across multiple sites handles around 10,000 transactions a day and offers a familiar 'look and feel' to all users, plus on-line access for customers and suppliers
- The business is able to trace all of its raw materials from source; PrimaNet captures where specific raw materials have been used, right down to individual items, colours or multiples thereof. This level of tracking not only makes the auditing process far quicker and easier, but the data is then used to support the group's sustainability claims
- Dedicated to sustainable sourcing of materials for workwear and uniforms, the Simon Jersey business alone manufactures over 2 million garments every year so it's important that this is done responsibly and in a sustainable manner

At the very outset, Ballyclare Group recognised the potential for Prima to provide solutions for their most critical challenges, and that has been delivered.

Improved, streamlined processes and more accurate data, have led to greater control, enabling quicker, better decisions to be confidently made, resulting in a real competitive edge.

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*"We have seen significant change at BDG through this project, in leadership and in organisation. They now have the infrastructure to respond quickly to the demands of their customers, and to readily onboard any new acquisitions. We enjoy working with them and look forward to supporting them in their future growth plans."*

**Mat Burrell, MD, Prima Solutions**

## TO FIND OUT MORE

about Ballyclare, visit:  
<https://ballyclarelimited.com/>  
or for Simon Jersey visit:  
<https://www.simonjersey.com/>

Discover how we can help your business succeed.

## OUR COMMITMENT TO YOU

*Our products are the result of decades of expertise. But what really matters to us is building long-term relationships, so we understand your needs and can help you achieve your goals.*



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