

## DUBARRY CHOOSES PRIMANET TO SUPPORT PLANNED GROWTH

Dubarry of Ireland is a long established business with a reputation for combining excellent design and unrivalled quality to deliver world class footwear, clothing and accessories for the yachting, country and lifestyle sectors.

Established in 1937, Dubarry is a leading brand in footwear and clothing and has always managed to address the key requirements of tradition, technology, style, comfort and function to become a market leader. The business remains passionate about quality in terms of materials, products, customer service, communication and people. As a result, the business has seen strong growth across Ireland, the UK, Europe and the USA.

### THE BUSINESS CHALLENGE

With such phenomenal success and high levels of growth, Dubarry needed to review its business systems and processes and concluded that it needed to build a partnership with a proven IT supplier who could support and facilitate its continuing success.

After a meticulous and methodical consultation process, Dubarry chose to partner with Prima Solutions for an implementation of the specialist PrimaNet application covering all aspects of the business including product and stock management, order processing, sales analysis, procurement, product development, finance, payroll and business intelligence.

### WHY PRIMA?

"We felt comfortable with the team from the beginning; it was clear that Prima Solutions are specialists in their field and are a trusted and proven supplier with fantastic references. The size and focus of their expert team was also an attractive contributor. It was obvious from the start that everyone really understood our requirements and could add a great deal of value to the process, by translating our requirements into great business solutions."

**MICHAEL LARKIN**

**FINANCIAL DIRECTOR AT DUBARRY**

### PROJECT OBJECTIVES

The success of the project was considered fundamental to the future growth plans of Dubarry and therefore it was essential to set challenging yet realistic objectives that would deliver tangible business benefit for the long-term. Key objectives included:

- ▶ Implementation of a modern system that was flexible, to take the business forwards
- ▶ Ability to support substantial business growth in terms of size, geography and new channels-to-market
- ▶ Enhanced efficiency through more effective processes
- ▶ Accurate, centralised information through which to produce key management information
- ▶ Reduction of business risk by removing reliance on individuals throughout the organisation

In accordance with the pre-agreed timescales, the project went live in early 2012, has met the planned objectives and is delivering significant business benefits.



## PRODUCT DEVELOPMENT **BENEFITS**

The PrimaNet Product Development module provides Dubarry with a centralised component library, which both improves the standardisation of specifications and also speeds up the whole design and specification process. The centralisation of data helps remove duplication of effort and any risk of data inconsistencies, as well as removing the requirement to maintain disparate spreadsheets. This all results in greater visibility of design and technical product data at a far earlier stage of the process, offers a centralised view of technical product data, promotes both internal and external communication at all stages of the design process and delivers high quality, professional supplier documentation.

## ORDER MANAGEMENT **BENEFITS**

As the Dubarry business has continued to grow and evolve, the pressure placed on its existing processes and the people involved in those processes has increased significantly. The introduction of the PrimaNet Order Management application was a great opportunity to re-engineer many of those processes based on a combination of best practice and the needs of the enlarged organisation moving forwards.

Offering a fully integrated end-to-end solution from initial order taking through to despatch and invoicing, the Order Management module provides complete and immediate visibility of the complete process. This allows Dubarry to understand exactly what is happening within the business at any time and to make informed decisions regarding stock availability and planning, customer allocations and picking, despatch management and returns processing. Efficiency of operation has improved dramatically which has led to genuine cost savings, an ability to grow the business and an improvement in customer service.

As just one small example, the business used to physically pick stock and hold it separately until it was due to be despatched. The new process allows for stock to be virtually allocated to an order and only once that order is complete (or meets the pre-agreed criteria for partial despatch) do the items need to be physically picked and prepared for despatch.

## RETAIL SYSTEM **BENEFITS**

With a recent move to create a direct retail channel, the introduction of an integrated retail application has brought real benefits to this side of the operation and provided a platform for future expansion. The modern till system provides real time information to support the sales process, manages all aspects of stock availability, manages pricing and promotions, and enables the retail store to deliver a more personalised customer service.

## ACCOUNTING **BENEFITS**

The new accounting suite supports the growing business in both the UK and Ireland, efficiently handling the multi-currency and multi-company requirements of the operation. Analysis of performance is critical to support growth and the fact that PrimaNet provides user-defined analysis at many levels and across numerous categories, ensures the production of Dubarry-specific key information to assist with pro-active decision-making. A flexible approach to analysis and reporting also ensures that the system will continue to meet the needs of the business as it continues to grow and evolve across new channels and new territories.

## THE **PRIMA SOLUTION**

We worked very closely with Dubarry on this vitally important project to ensure the application and processes employed are efficient, effective and make practical and commercial sense.

"We are delighted with the progress made on this project and the value that has already been added to our operation. Importantly, we have created a solid platform to support our ambitious growth plans and are comfortable in the knowledge that both the system and the Prima people will continue to support us regardless of which direction the market and our own strategy takes us."

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