



**PRIMA
SOLUTIONS**
From Aptean

CASE STUDY

**OSPREY
LONDON**

“AS A COMPANY, CUSTOMER SERVICE IS OF GREAT IMPORTANCE TO US AND IT WAS IMPORTANT TO PARTNER WITH A COMPANY WHICH SHARES OUR ETHOS”

ABOUT **OSPREY LONDON**

OSPREY LONDON is a British luxury leather, lifestyle and retail company. Founded by brand owner Graeme Ellisdon who started the company in 1980, creating handmade leather belts, **OSPREY LONDON** further expanded into bags and accessories for men and women along with a diverse range of homewares. With impressive growth, **OSPREY LONDON** is now a true multichannel company, selling to its customers via retail stores, outlets, an e-commerce website, mail order and independent wholesale accounts.

With ambitious plans for future growth including a new flagship store in Regent Street that opened in 2014, **OSPREY LONDON** identified a requirement for a multichannel software package that would provide a scalable robust solution to all business processes.

FINDING THE RIGHT **IT SPECIALIST**

Naturally **OSPREY LONDON** was keen to work with an experienced and knowledgeable ERP solution provider, committed to adding value through the implementation process by challenging current process, offering proactive guidance and support and demonstrating a commitment to building long-term, meaningful relationships.

Specialising in the supply of business solutions for clothing, footwear and accessories companies, the Prima Solutions operations team has over 500 years combined experience in the sector.



“As a company, customer service is of great importance to us and it was important to partner with a company which shares our ethos. Prima's understanding of the industry is immediately obvious and we were looking forward to going live with PrimaNet.”

ALEXANDRA ELLISDON
DIRECTOR OF OSPREY LONDON

“It's great when a team of people immediately gel. We are delighted to be involved with such an exciting and vibrant brand.”

MATHEW BURRELL
JOINT MANAGING DIRECTOR
OF PRIMA SOLUTIONS



ospreylondon.com

OSPREY
BY GRAEME ELLISDON

THE PRIMA SOLUTION

Within the past few years, **OSPREY LONDON** has expanded not only its product ranges but also its retail presence, to a total of nine own stores with a new flagship that opened in 2014.

OSPREY LONDON had very clear objectives for the project and were looking at a software solution that would help manage the increased complexity of their extended distribution network and provide a seamless experience to customers through all channels.

We therefore offered **OSPREY LONDON** a single solution that could help them easily manage their stock and provide access to real-time data for enhanced planning, monitoring and responsiveness.

PROJECT OBJECTIVES

- ▶ Support international expansion and the opening of the new flagship store in London
- ▶ Improve efficiency and visibility throughout their business processes
- ▶ Ensure the availability of centralised, real-time information
- ▶ Allow greater transparency through reporting and analysis
- ▶ Get a deeper understanding of their customers demand from all channels and enhance communication
- ▶ Implementation that does not impact the business nor customer experience

A SUCCESSFUL IMPLEMENTATION

The teams worked closely together to successfully deliver the project. Following go-live, PrimaNet soon brought real benefits to **OSPREY LONDON**.

We are delighted to have such an established brand on board and are really pleased with the way that our relationship has developed.

“The new system has added measurable efficiency to our operations, allowing instant access to crucial information.

Implementing a new ERP system that would support our ambitious growth was a very important project and we needed to ensure that we maintain the high levels of customer service that our business is known for. It is not too premature to say that PrimaNet supports that vision and has made it easier for us to deliver on all levels.

The Prima team has been fantastic to work with and has provided the support we needed throughout the implementation project. We are now looking together at subsequent PrimaNet solutions to add further value to our business.”

ALEXANDRA ELLISDON
DIRECTOR AT OSPREY LONDON

“It is an exciting partnership for Prima Solutions and I am delighted by the approach both our businesses have adopted from the start. I am looking forward to working closely together for many years to come.”

MATHEW BURRELL
JOINT MANAGING DIRECTOR
OF PRIMA SOLUTIONS



CONTACT US

+44(0)1509 232 200

INFO@PRIMASOLUTIONS.CO.UK

WWW.PRIMASOLUTIONS.CO.UK



PRIMA SOLUTIONS LIMITED
DOCK 2/205
PIONEER PARK
75 EXPLORATION DRIVE
LEICESTER
LE4 5NU