



## **Digital WoW assists the Rectella Group in the selection and implementation of core business systems**

### **About Rectella International Ltd**

Rectella International Ltd is a private limited SME established in the 1950s.

Rectella International Ltd operates from premises in Burnley, Lancashire.

Bar-Be-Quick is a registered trademark of Rectella International Ltd and was introduced in the mid-1980s.

The site comprises of 160,000 sq. ft. of warehousing and production facilities (with satellite warehousing of 40,000 sq. ft) which supports its production line and storage facilities to enable it to respond to customer demands in an extremely seasonal market.

Flexible Reinforcements Ltd is a separate sister company, located at the same site who have been processing & distributing PVC sheeting for over 50 years. The requirements of Flexible from an ERP system were very different but needed for the purpose of group reporting to be integrated into any development for Rectella International Ltd.

### **The Task**

Rectella International commissioned Digital WoW to undertake an agnostic, vendor independent strategic review of their IT systems and processes, amid concerns their legacy ERP Systems were holding them back and restricting business growth.

Digital WoW completed a comprehensive review and presented the findings back to the Board, which included a recommendation to review alternative, modern ERP systems. The recommendation included high level benefits analysis which could be achieved by implementing a new ERP System.

Rectella International retained Dave Jones in a Fractional IT Director capacity to lead a programme to specify requirements and select a new ERP system. Using his knowledge of the Manufacturing sector and appropriate ERP systems Dave led an RFP Process with the key stakeholders from Rectella

Upon successful selection and award Digital WoW introduced a trusted associate to Project Manager the implementation phase. The associate had a proven track record of implementing the selected system within the manufacturing sector.

“We had been with our previous ERP system for a number of years and had outgrown its capabilities. Implementing any software is daunting but actually deciding on the correct software in the first instance became our first major hurdle and without the expert advise from Digital WoW we were at the mercy of the best software sales person.”

“Having someone like Dave enabled us to understand what we needed as a business whilst understanding some software restraints and asking questions about things that weren’t even on our radar, not having had exposure previously.”

“Dave’s approach to our business and interaction with employee at all levels was fantastic and a reason why we would happily use his services again.”

Liz Buckley – Finance Director, Rectella International.

### **Value Proposition**

The value proposition to the client included.

- Having the benefits of engaging an experience CIO to provide strategic guidance on IT and Digital Strategy, without the expense of hiring a full time IT Director or CIO.
- Benefitting from having an agnostic view, rather than a solution led perspective.
- Establishing a good relationship and collaboration between IT and the business/ board.
- Providing external experience and knowledge of the ERP options available to Manufacturing organisations in the SME market.
- Utilising Digital WoWs associate network to bring in an experienced Project Manager.