Digital WoW deliver strategic roadmap for Singleton Birch

About Singleton Birch

Singleton Birch Limited has celebrated more than 200 years since the company was founded. Over these two centuries and more they have established themselves as the UK's leading independent lime supplier and have built an exceptional reputation for quality and service.

They have diversified into a number of different sectors; each of their operations is part of the Singleton Birch family and encompasses the same standards of excellence in all they do.

Birch Lime continues to focus on lime and chalk products. Lime is a natural and traditional material used in environmental control, the production of steel, various chemical processes, waste and water treatment, production of lightweight building materials and other sectors of the construction industry.

Birch Chemicals is the new name for their subsidiary, Innovo, which supplies high quality products to the global plastics and rubber industry,

Birch Solutions operates in the renewable energy and utilities sector and incorporates their technical services department.

Birch Energy operates their Anaerobic Digestion Plants.

Birch Waste is heir waste management division incorporating our non-hazardous landfill and waste treatment processes.

The Task

Singleton Birch commissioned Digital WoW to undertake an agnostic, vendor independent strategic review of their IT systems and processes.

Digital WoW completed a comprehensive review and presented the findings back to the Board, which included a 12-month IT Roadmap. The roadmap covered addressing risk areas such as

Disaster Recovery, Business Continuity and improving Cyber Security, upgrades of key systems, improving remote working and collaboration, organisational changes and a review of the legacy ERP systems.

Singleton Birch retained Dave Jones as Fractional CIO to oversee the implementation of the roadmap, reporting back at Board Level on progress. Dave remained with the organisation on a Fractional basis until handing over to a newly recruited Digital Technology Manager.

"We had a realisation that our IT systems were becoming dysfunctional and out dated. Our business had not previously been focused on how IT and technology could benefit the business and we didn't really understand what good looked like. Our approach to IT was very traditional, IT was a cost centre, not a value-add function".

"Our legacy systems were not easy to integrate with solutions which could help modernise our manufacturing processes. Furthermore, we had become very embedded, over a number of years with one particular IT Vendor, who themselves had a very narrow product range which wasn't particularly well suited to what we needed to take the business forward".

"We recognised we needed external support. Dave Jones was recommended by one of our trusted partners to consider as a Fractional CIO. We knew we could not afford a permanent CIO and this option suited us in the short to medium term. Engaging a Fractional CIO means they have to have deliver commercial benefits, like any external resource".

"Dave quickly helped us create a 12-month IT strategy, addressing key areas. His ability to have helicopter view and ask questions from a neutral perspective, avoiding any site politics, or existing relationships was key. As was his knowledge and expertise to interject best practice from previous experience. He always told us what was needed, even if it was not always what we wanted to hear".

"The final point is Dave knew what his role was and where he could add value and never looked to stay beyond that period. He helped us recruit a Digital Technology Manager, at the right level we needed on a full-time basis to continue making progress".

"I would have no hesitation recommending Dave, or working with him again".

Mark Sacker – Managing Director Anaerobic Digestion & Biogas, Singleton Birch.

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.

- Developed a clearly defined IT Roadmap with defined benefits.

- Addressing urgent issues and reducing risk to the organisation.

- Getting the client self-sustaining or helping to hire a full-time CIO.