

**SAGE 200  
SAGE CRM**



**Integrated Sage 200 system delivers a strong foundation for Irish quarrying business.**

**CLIENT  
PROFILE:**

McMonagle Stone was established in 1988 by Dan McMonagle. Today, the company is still very much a family business and has become one of Ireland's largest suppliers of natural decorative stone, product riven from the rugged landscape adjacent to Ireland's Atlantic coastline.

At five quarries in Donegal, McMonagle Stone carefully extract and prepare unique and high quality natural slabs which they supply both nationally and around the world. With a challenging domestic economy, the focus in recent years has been on finding and driving their competitive edge and maintaining and growing a strong position in export markets, particularly in Europe, with exports to Asia growing each year. And it's become increasingly important for them to deliver the very best in customer service.

**QUICK  
VIEW:**

**PROJECT OBJECTIVES**

- Source an ERP system which could underpin the business in a tightening domestic economy
- Forge a strong relationship with a partner who could deliver strong ongoing support
- Measure marketing return and better monitor leads
- Remove duplication of data-entry and streamline processes

**RESULTS**

- An integrated system from marketing to shipping
- Real-time information for smart decision-making
- Improved customer service
- Tighter stock control

## BACKGROUND:

McMonagle Stone had been using Sage 200 for many years. However, against the backdrop of an Irish economic crisis and increasingly frustrated by their current supplier who wasn't helping them to get the most from their system, they began a full software review. As soon as they met K3FDS, they realised that Sage 200, coupled with the outstanding support K3 offer, could in fact give them the control and insight they needed to drive their business forward.

## BUSINESS REQUIREMENTS:

### **Rock-solid analysis**

When the crash came in the Irish economy, McMonagle Stone needed a single, clear view of their business to help them decide where to put their focus. With clear analysis of which product lines were selling well and the margins on each product, they were able to effectively streamline their range. And with similar analysis of their sales team showing who was selling what to whom, they could offer appropriate support to drive excellent performance.

### **Sharpened stock control**

McMonagle Stone was looking for an integrated system to effectively manage their stock across multiple warehouses and remove the need for data re-entry, which was leading to errors at month-end. As one of the biggest importers of stone from India, China, Brazil and across Europe, McMonagle can have extremely long lead times on their stock. K3FDS integrated Datalinx Warehouse Manager to Sage 200 giving sales and shipping teams a clear view of what is on order and when it will arrive. They can now fulfil orders accurately and let customers know when to expect their deliveries.

Every item is fully traceable using barcode labels so any quality concerns can be quickly traced back to the original supplier. McMonagle can then offer any training or support that might be required to ensure that defects don't reoccur.

### **A carved out marketing focus**

As the domestic market tightened, McMonagle Stone had to review the way they won new business. They started to exhibit at more trade fairs where they collected prospective customer details on Excel. However they had no effective way of ensuring that leads were followed up properly. In addition, it was difficult to assess which fairs were worth returning to and which were not. So they began to look at CRM systems to help. "We looked at a number of systems," explained Daniel McMonagle, Director, "but when K3FDS showed us the Sage CRM system, we felt it fitted well since it linked to the rest of our Sage data". With an integrated system, they can ensure that no stone is unturned with every customer opportunity.

" We are a Sage customer because of K3FDS; their service is very, very good, their professionalism is very, very good and they offer a vast range of products."

## Polished customer service

McMonagle Stone have always had excellent customer service at the core of their business but with disjointed processes and duplication of data entry, they were struggling to give their customers accurate information. They emailed many different price lists to customers on Excel, for example, meaning that errors could occur when re-entering order information and customers could be invoiced incorrectly.

K3FDS introduced the Price Book module at McMonagle so that price lists are produced within Sage 200, linked to a customer and automatically populated in the order, meaning the business has been able to reduce invoicing errors.

The company handles a large amount of repeat business so their field-based sales team also needed access to accurate transaction, stock and invoicing information when talking to customers.

“Thanks to our CRM system, there’s nobody that we meet at a trade fair that we don’t contact again; if we say we will be in touch, we will be in touch.”

## THE SOLUTION:

### A rock solid foundation built on Sage technology

Today, McMonagle Stone has a truly integrated system with core financials, sales and purchase order processing supported by Sage 200, Sage CRM underpinning customer service and marketing operations, DataLinx Warehouse Manager supporting excellent stock management across their warehouses and Price Book ensuring customers are invoiced accurately for every order. “Sage 200 now covers every area of our business.” explains Daniel McMonagle, Director “Everything is produced through the Sage 200 system and everything’s in one place”.

This single, accurate view of every area of their business has brought huge benefits to both customers and the internal teams.

With an automated and integrated system, sales staff can call the office, or access CRM and check what is in stock, when a customer order will be delivered or what the balance of their account is. And they can even update information while they are sitting in the customer’s car park after a meeting. So McMonagle can be sure that the promises they make to the customers can be kept.

The management team at McMonagle now benefit from live information from Sage 200 which gives them the insight they need to make timely decisions. “From a management point of view, we have benefitted greatly” adds Daniel McMonagle “on a weekly basis, we can run a report and have all the information we need.”

“ The future for McMonagle Stone is looking optimistic and we are hopeful that we can grow together with Sage through our strong K3FDS relationship.”

## RESULTS:

McMonagle Stone knew immediately that they had found a strong partner in K3FDS. Their professional approach and extensive knowledge continues to reassure the business that they made the right choice. Daniel McMonagle says "If you have a query, it's answered straight away. If we have a challenge, we can talk to K3FDS and they usually have an option to help us".

Daniel McMonagle is optimistic about the future. With a gradual improvement in the domestic Irish economy and a renewed international focus, he sees a strong market for their products. "We have had an incredibly tough few years but we have survived" he reports "and a lot of that is due to the tight analysis we can get from Sage 200".

He believes they are only just beginning to realise the benefits which Sage 200 can bring and looks forward to working with K3 FDS to build on the foundations that McMonagle Stone has today.

## WHAT IS SAGE 200?

Sage 200 software helps you manage your finances, customers and business insight in one solution. It's designed to help you share data easily; work smarter and ensure your whole business works together efficiently as well as delivering real cost benefits to your business. It's ideal for companies typically with 20-200 employees, and delivers scope to grow. Easy to install and adapt, Sage 200 offers the choice and flexibility to fit the needs of your business as it changes and grows.

### Key features:

- Deploy, customise and access in a way that works for you
- Streamline your business processes
- Get key business insight to help make critical decisions
- Access data and reports anytime, anywhere
- Flexible monthly or upfront payment options
- Easy to learn and use to keep things simple for your users

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