

Case Study: Platinum Blue



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Jon Milward,
Managing Director, Platinum Blue

Sage Line 500 supports business growth at Platinum Blue

Client profile

Platinum Blue is a Premier IBM Business Partner based in Egham supplying IT and Business Solutions to mid-market customers in the UK. Platinum have a consultancy led approach and deploy solutions leveraging the complete IBM hardware and software product set and 3rd party business applications such as Sage Line 500. The IT sector has been a challenging marketplace over the last couple of years, and continues to be so. Although Platinum are enjoying a period of growth, they need a cost effective and flexible business infrastructure to facilitate this growth and deliver the future strategy. The speed with which management and customer information can be accessed and leveraged is key to delivering the company’s continued growth and good service to their customers.

The challenge

Platinum’s business is expanding in both complexity and volume. Monitoring and managing the productivity of separate business streams is key to growing the business profitably in a difficult market. Flexibility to rapidly re-configure the management system, and use new functionality as the business grows are key requirements. Serving customers and anticipating the services and solutions they may benefit from are vital to the company’s growth. From an infrastructure perspective, the value of the company’s data, and the growing number of staff and associated software licensing costs place a significant burden on the company’s current infrastructure and increase its cost of ownership.

The goal was to grow the business with a cost-effective, browser based flexible business management and infrastructure solution.



active support for business

The solution

Platinum have implemented the Sage Line 500 business management system augmented with business intelligence tools from Cognos and proactive alerts from Categoric Alerts. Sage Line 500 has over 70 modules covering all areas that a business may need including finance, distribution, manufacturing and service sector offerings. Platinum are currently using over 20 of these modules covering the finance, distribution, service, customer performance analysis and proactive efficiency alerts. As the business grows in complexity, other modules can be switched on very simply and steps have been taken in the current configuration to allow evolution to the more complex needs as required. The application has massive scalability and will easily cope with Platinum's growth. Sage Line 500 can be implemented on a variety of operating systems (and associated hardware) and use a range of associated databases. Platinum chose to implement the application on an IBM iSeries model 810 and use the integrated DB2 database. Platinum also consolidated their Linux and Microsoft™ Windows™ 2000 Server workloads onto the IBM iSeries leveraging its logical partitioning, Linux support and integrated IBM xSeries technologies to deliver increased performance, availability, flexibility and ease of management whilst reducing the total cost of ownership. Platinum are using a range of SuSE Linux products as part of their ongoing in-house Linux strategy - SuSE Linux Enterprise Server to run Sage Line 500, firewall, DNS and file and print, and SuSE Linux Open Exchange to run the mail server.

The benefits

Jon Milward, Managing Director of Platinum Blue, explains how the Sage solution helps them keep on top of changing demand. "We operate with tight margins and like many businesses face the classic challenge of balancing product availability and providing good customer service with keeping our costs as low as possible. The Sage Line 500 system with its integrated modules gives us much firmer control and clear visibility of all of our operations. The information is all recorded on the system and is there for us to pull off as we require. The Cognos reporting and Categoric alerts make the whole system proactive and enable us to better manage customer activity and expectations."

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The consolidation of the Microsoft Windows 2000 Server and Linux workloads onto the IBM iSeries has delivered increased performance, availability, flexibility and ease of management whilst reducing the total cost of ownership of the company's infrastructure.

The future

As a forward-looking company operating in a competitive marketplace, Platinum Blue constantly look to improve not only their business operations but also their services offering to their customers and prospects. To this end Platinum Blue are looking to expand their services portfolio both in the UK and internationally. Customer focused deliverables to meet local needs is a key strategy and will involve the use of the Sage Web Client by suppliers at all stages of the international supply chain. Multi-currency, multi-company, multi-lingual screens and online consolidation will allow immediate assessment and monitoring of performance by Platinum management at granular regional level whilst allowing evolutionary change of company strategy. An ASP (Application Service Provision) model is also planned to capitalise on the extensive capabilities of the Sage application, to allow Platinum's multinational clients and prospects to roll out a cost effective solution world wide with the minimum of cost and effort.



Solution summary

Sage software:	Sage Line 500 – Finance/Distribution/Manufacturing/Services modules
Operating system:	Linux
Database:	IBM DB2
Hardware:	IBM iSeries and integrated IBM xSeries

**To discuss the right Sage solution for your business, please contact Sage.
Telephone: 0845 600 5999 (UK only) Email: salesuk@sage.com Web: www.sage.com/ses**



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