

In2grate displays the best for exhibition stand designer Clip

Bristol exhibition and display innovator, Clip, is investing in an advanced computer system from manufacturing business solutions specialist In2grate. The new integrated [Microsoft Dynamics NAV](#) system will be tailored to Clip's exacting requirements enabling it to benefit from fast access to real-time information, while eliminating data duplication and reducing administrative workload by providing a single centralised database. The NAV enterprise resource planning (ERP) software is an ideal fit for the unique Clip way of working and promises to be a flexible and future-proof investment for the growing company.

The new In2grate solution will replace spreadsheets and integrate the CRM and stock control systems, giving Clip the ability to drive efficiencies throughout its rapidly expanding business. Using the automated system, Clip managers will be able to create reports that contain accurate and timely information at a touch of a button. They will be able to drill down to finite levels to examine costs and gain a clear and accurate view of margins for each sale, whether it is a simple banner or a complex bespoke exhibition stand.



The system will also provide the flexibility that Clip needs to manage its site services business. These special services include stand hire and/or purchase, delivery to the venue and onsite stand construction and dismantling, storage between events, and the sourcing of additional equipment so that customers can arrive at their events with everything in place. This is an important side of Clip's business as the company can literally travel to venues worldwide to assist their clients with stand build and onsite management.

Site services have been managed using separate spreadsheets and this part of the business has typically demanded a lot of administration. With the new NAV solution, the widespread rekeying and duplication of work every time a job needs quoting – which can be several times over – has been eliminated. Clip can simply amend the specification, for example, and the system will recalculate the quote automatically.



“We have a diverse range of customers, from local businesses and community organisations through to national and multinational companies such as many of the supermarkets, Pfizer, GlaxoSmithKline, HSBC and Hilton Hotels. Our products vary too – from point of sale display banners to turnkey exhibition stand solutions costing up to £150,000. The new business system from In2grate will make our business much more manageable and efficient, allowing us to get a clear picture of our financials,” says Paul Runacres, Sales and Marketing Manager, Clip.

“With the surge in our business we are in a good position to make the change to benefit us and our customers and leave the labour intensive spreadsheets and data entry behind. For the first time we'll get instant access to accurate up-to-date information whenever we need it.”

The system will speed the workflow across the different departments, from quotation to order and through

manufacturing and despatch of the finished products with real-time information. It will interface with Clip's Autodesk CAD software to turnaround accurate quotes quickly without the need to rekey and recalculate component, labour and shipping costs.

In2grate won the business against stiff competition from other vendors. The company's ability to gain a thorough understanding of Clip's unique bespoke manufacturing process and the ability to demonstrate the superiority of its integration expertise gave In2grate the advantage during the tendering process.

As part of the deal, Clip has designed and supplied In2grate with a bespoke exhibition stand built using Clip's unique modular technology that allows the stand to be modified to suit different venues and events. This is an arrangement that shows a clear partnership between the two organisations.

"We are very happy to be working with In2grate. The team has shown care and attention to the smallest of details of our business to ensure that the new system will work exactly how we need it to. This is the clear advantage of working with an [ERP integrator](#) that has a full understanding of the NAV product and how it can be customised to meet the needs of the user. We are proceeding with the implementation with confidence and we believe that In2grate will prove to be an efficient and reliable business systems partner," concludes Paul Runacres.

Benefits at a glance

- Fully integrated business solution that spans the entire business
- Full visibility of real-time information and comprehensive management reporting
- Rapid push button access to business critical information
- Elimination of data duplication and re-keying, saving time and effort
- Flexibility to extend system, enabling it support Clip's future growth and business plans
- Excellent support from In2grate experts



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