

" Increased Productivity using the de Facto Suite "

MCCARTHY

Customer Profile

D & F McCarthy deal in a wide range of **fresh produce**. They are a wholesale distribution business of Fresh Fruit and Vegetables. The company works with a large number of suppliers, ranging from small market gardeners to major importers..

With its warehouse in Norwich, D & F McCarthy Ltd distribute **fresh produce** throughout Norfolk and North Suffolk. Established in 1877, the company has developed from a market stall to a multi-million pound business. McCarthy customers range from **wholesalers**, independent retailers, farm shops, caterers, schools, military bases, to hotels and restaurants and the offshore industry. McCarthy is also proud to hold two Royal Warrants and have been providing fruit and vegetable to HM the Queen, HRH the Prince of Wales and the Royal Household for over 20 years.

Key Achievements

- Enabled increased productivity through streamlining practices.
- New business opportunities identified for client.
- Consistently exceeded customer

D & F McCarthy Ltd, a major UK **fresh produce** distribution company, uses de Facto as its accounting and business management system platform. The company has been able to streamline business processes and increase productivity using this powerful, yet flexible solution.

Scenario – A Flexible And Accurate Stock-Focused Product Needed!

In 1996, McCarthy were involved in a search for a suitable **financial** and **logistics** solution to the company's growing and diverse needs. They spent several years evaluating systems to replace their outdated Sage package, considering mainstream products along with specialist packages.



Finding most systems to be either lacking specific features, or suffering from other drawbacks, their evaluation was that De Facto's ERP solution was the most comprehensive and rigorous system available for them.

Martin McCarthy had a list of essential features and benefits to be provided by a new system, but most important was the ability to handle their fast-moving fresh fruit and vegetable trade and be **flexible** and accurate enough to process transactions as they wanted. The system had to be totally integrated and focus on the key element - **stock**.

The nature of their business means long working hours to ensure the freshest produce is provided. Orders are taken right up to 11pm for next day delivery, with staff working through the night to pick orders and load the lorries.

De Facto's Business Knowledge Yields Benefits For The Client

De Facto Software worked closely with D & F McCarthy to understand and analyse their working practices, thereby ensuring that the new system was **implemented** in the optimal fashion. As a result of the examination of the business and working practices, a number of areas for change and improvement were identified and actioned. Martin McCarthy said:

" This was a really useful exercise. Thanks to this careful scrutiny, we identified new business opportunities and changed our methods of

operation to improve productivity. We have absolute confidence in S5 and therefore use it as a driver of decisions about how we run our business. "

■ S5's Superb Stock Handling at the Heart of our Business

Martin McCarthy shared his positive view of S5's [stock](#) handling:

" We sell our products in many different units of measure. Taking peppers as an example, we sell them by the box, by the kilo, by single peppers, and we can slice or dice them. We need to know that our stock is accurate sale by sale whichever way we sell them. Selling any unit of measure has its own impact on our stock, and S5 accurately updates it, in real-time. "

■ Working With You To Deliver Beyond Expectations

De Facto always work closely with their [clients](#) throughout the process to produce the best possible results. McCarthy have found their expectations have been met in all respects, and have been exceeded in many areas. Martin said this about his long term partnership with De Facto:

" There's always more there in S5 for us to take on and implement in our business - it's so feature-rich. We are absolutely confident that it'll never run out of steam, however fast our business develops. "

■ Helping The Client Continues Long After Implementation

The on-going service De Facto provides is extensive. On-line and hotline [support](#) is provided from within an annual contract. Martin added:

" The ultimate recommendation we can give is that we have never yet failed to get out our orders on time. In our business we operate 6 and a half days a week, and 20 hours a day. We simply can't afford to lose any sale or any delivery. In ten years of operating with de Facto at the heart of our business, it's never let us down. This reliability is invaluable to us. "

Visit the website of
[D & F McCarthy](#)

Call Us Now ...

to find out how de Facto S5 can deliver a powerful, flexible and easy to use solution to your business system needs!

Tel: 01473 417 200

Powerful Solutions for Multiple Markets

De Facto Software provides business driven Accounting and ERP solutions to [wholesalers](#), [distributors](#), [manufacturers](#), packers and suppliers throughout the UK.

de Facto S5 incorporates integrated [Financials and Accounts](#), [Logistics](#), [Production](#), [CRM](#), [eServices](#), [Business Intelligence](#), [WMS](#), [EDA](#) and [Costing](#) facilities, in one [powerful](#) solution. Deploying the system typically delivers significant customer gains in such areas as productivity, cost advantage, management awareness, and competitive edge.



Power



Flexibility



Ease of Use

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