

DATAFILE Case Study

OCEAN SAFETY LIMITED

Leading UK Specialist in Marine Safety Equipment



Company Profile:

Region: UK with Distribution Worldwide

Employees: 50

User Since: 2005

Ocean Safety Limited is a prominent company specialising in marine safety equipment and services. With a rich history and a commitment to safeguarding lives at sea, Ocean Safety sought to modernise and enhance their operations using Datafile Software.

The Challenges	The Solutions
Complex Financial Management: Managing financial ledgers, stock control, sales, and purchase ordering in a dynamic marine safety industry required a comprehensive and adaptable solution.	Datafile Software provided a robust financial management system that included ledgers, stock control, and sales and purchase ordering. This versatile system adapted to Ocean Safety's specific financial needs.
Asset Management: Ocean Safety needed a robust system for life raft hire and asset management, including accurate costing and repeat billing for their critical equipment.	Datafile Software introduced life raft hire and asset management capabilities that included accurate costing and repeat billing, ensuring efficient asset utilisation.
CRM and Contact Management: Building and maintaining strong customer relationships was crucial, necessitating a reliable CRM and contact management system.	A CRM and contact management system was integrated to strengthen customer relationships and streamline communication.

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<p>Business Reporting: Ocean Safety sought a business dashboard for key performance indicators (KPIs) to make informed decisions and monitor their business health effectively.</p>	<p>Datafile Software created a customised dashboard for Ocean Safety to track KPIs and make data-driven decisions. Datafile included multiple shared displays with real-time sales information for the sales department.</p>
<p>Branch Stock Transfer Management: Coordinating stock transfers between branches efficiently was essential for ensuring the availability of critical safety equipment.</p>	<p>A branch stock transfer management module facilitated efficient stock transfers between Ocean Safety's locations, optimising inventory management.</p>
<p>Budgeting: Advanced budgeting capabilities were required to plan effectively and allocate resources.</p>	<p>Datafile Software's advanced budgeting tools enabled Ocean Safety to plan, allocate resources, and monitor budgets effectively to include analysis by geographic region, salesperson, and product groups.</p>
<p>Business Alerts: Ocean Safety needed a system for receiving timely alerts for critical events to ensure proactive response.</p>	<p>Ocean Safety implemented email business alerts to receive real-time notifications for key events, enhancing their ability to respond proactively. These include altering sales managers for quotes and orders entered for their key accounts, customers on stop, and when customer credit limits are changed.</p>
<p>Multi-Company Support: The company's multi-company structure, including a US division, required a solution that could handle international operations.</p>	<p>Datafile Software seamlessly managed Ocean Safety's multi-company structure, ensuring international operations ran smoothly by having visibility of non-UK operations.</p>

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Results and Benefits Summary:

The implementation of Datafile Software brought about significant improvements for Ocean Safety:

- **Efficient Operations:** Ocean Safety streamlined their financial and inventory management processes, reducing manual work and errors.
- **Asset Optimisation:** Accurate asset management and costing improved equipment utilisation and profitability.
- **Enhanced Customer Relationships:** The CRM system enabled Ocean Safety to provide superior customer service and build lasting customer relationships.
- **Data-Driven Decision-Making:** The KPI dashboard empowered Ocean Safety to make informed decisions and respond quickly to changing market conditions.
- **Inventory Optimisation:** Efficient branch stock transfer management ensured that critical safety equipment was readily available when needed.
- **Effective Budgeting:** Advanced budgeting tools enabled Ocean Safety to plan and allocate resources effectively, improving financial stability.
- **Proactive Alerts:** Business alerts helped Ocean Safety respond promptly to critical events, minimising downtime and enhancing safety.
- **International Expansion:** Datafile Software seamlessly supported Ocean Safety's multi-company structure, facilitating international growth.

Ocean Safety Limited's ongoing partnership with Datafile Software has enhanced their operations and facilitated agile decision-making. Using Datafile Software enables Ocean Safety to concentrate on their commitment to improving marine safety and delivering efficient customer service.