



LOGISTICS

## CASE STUDY: ANJOMAN FOODS

Simplifying business information to enable growth.



### ABOUT ANJOMAN FOODS

Having begun life as a major exporter of Saffron, Anjoman foods has grown to become one of the largest suppliers of Mediterranean foods, from dates and spices to rose water and fruit juices. With European operations managed from its North London offices, Anjoman is enjoying growing success with its products now being sold in several countries.

### BUSINESS CHALLENGES:

Like many growing businesses, Anjoman had used Sage for many years to keep track of cash flows and stock movements. They also employed a third-party system to enable salesmen to take orders while out on the road, with order information subsequently downloaded to Sage.

Anjoman were also looking to add warehouse management functionality with barcode recognition to streamline Order Processing and improve the shipping cycle, as well as adding ecommerce functionality to allow customers to place orders directly.

The current solution required having to deal with four different software suppliers which meant getting vital support when needed was a difficult task, with it often unclear where exactly the responsibility lay.

This, coupled with the fact that Sage had started to creak under the strain of high transaction volumes meant that standard financial reports had become time consuming and reliable reporting and forecasting was increasingly difficult to produce. Finding a more robust and fully integrated system from a single supplier had become a necessity.

### WHY DATAFLOW?

Anjoman contacted Dataflow after receiving a recommendation from their accountants who have dealt with us over a number of years.

Dataflow's ERP system developed for Microsoft SQL, provided Anjoman the entire functionality in one comprehensive platform, removing the need for multiple suppliers and, more importantly, ensuring a single point of contact for any support needs.

**“WE HAVE BEEN TRULY IMPRESSED BY DATAFLOW'S SOFTWARE AND THEIR TEAM. THEY HAVE IMPLEMENTED A SYSTEM WHICH ENABLES US TO VIEW ALL THE INFORMATION WE NEED FROM ACROSS THE BUSINESS WITH EASE. WE ARE PARTICULARLY IMPRESSED WITH THEIR WILLINGNESS TO HELP. DATAFLOW'S SUPPORT DESK HAVE ALWAYS BEEN WILLING TO PROVIDE ADVICE AND BE THE FIRST PORT OF CALL.”**

MEHRDAD SALIMI, DIRECTOR

## ENABLING TRUE MULTI-CURRENCY ACCOUNTING

With a business as diverse as Anjoman, being able not only to manage multi-currency transactions, but to report accurately in multiple currencies is vitally important: Accurately understanding the profitability of each part of the business, no matter its geographic location, is essential for the overall success of the business.

Supporting an unlimited number of currencies and automatically tracking differences in exchange rates, Dataflow software is incredibly flexible when it comes to multi-currency accounting. Not only does it support sales and purchase accounts in any currency, it offsets invoices in one currency with payments in another, be they in Euros, Sterling, or Rial.

Anjoman's accounts team has already made real time savings in its reporting, enabling them to concentrate on growing the profitability of the business.

### RISK-FREE MIGRATION FROM SAGE

In order to safely migrate all Anjoman's business information from their legacy systems, We undertook a number of steps:

- 1: Full data audit
- 2: Transferred data to a test environment
- 3: Users continued using existing systems
- 4: Tested and trained users in Dataflow using the test environment
- 5: Live migration once the test system was fully approved

## TAKING CONTROL OF SUPPLY CHAIN AND STOCK MANAGEMENT

With a diverse product offering and with an equally broad mix of suppliers and customers, keeping control of stock to ensure quick turnover, accurate payment and timely delivery is no mean feat and something that Anjoman had struggled to achieve with their incumbent Sage platform and the third party systems feeding into it.

With Dataflow, real-time, accurate reporting across all stock and supply chain functions was incorporated directly into the core software package. Anjoman's CEO, Mehrdad Salimi explains: "Our salesmen on the road can take orders and add customers on the fly with the Dataflow app added to their Android tablets. Our customers can place orders from our website using Dataflow's ecommerce and Dataflow have even provided us with our own branded app for our customers to download onto their own Android devices for placing orders direct."

"Dataflow has brought order back to our supply chain and stock management. With our warehouse teams able to record deliveries and shipments and keep track of stock levels via mobile devices, we're able to operate at a level of efficiency we've not enjoyed before. The related savings to operational overheads mean Dataflow is paying for itself!

Not only does this mean more efficient warehouses and production plants, less stock issues mean happier customers, while better financial visibility means happier suppliers and smoother cash flows."

## THE FUTURE FOR DATAFLOW AND ANJOMAN?

Dataflow are excited to be working with Anjoman as they continue to grow internationally. Our software is built with growth and new functionality in mind, so whatever requirements Anjoman is likely to have in the future, Dataflow will be happy to support them.