

P PASSFIELD

The world's most comprehensive and flexible Nursery Management Software

The world's most famous Rose grower has implemented Passfield

David Austin Roses Ltd has created a huge demand for their award winning English Roses through a combination of desirability, product quality and cutting edge branding. This has led them to successfully set up supply chains to most Rose growing Markets worldwide. Successful marketing brings a necessity for precise stock control and for David Austin Roses this starts way before a Rose is sold. Passfield developers in conjunction with David Austin's management team have developed Passfield to allow users to oversee their forecast stock. A detailed overview of forecast stock allows the David Austin sales team to apportion Rose variety quantities to different Markets and as order commitments are added the system maintains subtotals for each Market breakdown. Warnings are set in Passfield to alert users when sales totals exceed Market totals. This functionality gives David Austin Roses unprecedented control



of stock and ensures Markets have sufficient sales capacity, flagging up any stock shortfalls way before they have been dispatched.

When it comes to 'real' stock David Austin Roses requires a detailed breakdown of the status of each Batch, denoting for instance how many are 'in flower', 'in bud' etc. Passfield now allows users to define up to ten states of readiness with Sales Order auto allocation taking from the highest status first. Orders can also be manually allocated to specific statuses if required.

David Austin Operations Manager Paul Manley comments "We enter customer reserve order requirements using Passfield Master Order system. In the Master Order screen we get a dynamic overview of our forecast stock. This allows us to make instant decisions on stock and hence provide high levels of customer service. Order call offs occur quickly through the Master Order screen or electronically via Passfield's Messaging system. We then allocate to our Batches to match customer requirements and begin the process of Picking and Dispatching stock. Since we installed Passfield we have streamlined our stock and dispatch operation and we are actively working with Passfield to roll out further process rationalisation features in the next three months".

The affordable system with all the features you'll ever need

This single fully integrated system provides-



-  Efficient Sales Order Processing
-  Flexible Stock Control
-  Comprehensive labelling
-  Barcoding and POS
-  Customer Management
-  Automated Purchasing
-  Production Control
-  Resource Management
-  Electronic Messaging (email, fax, EDI and more)
-  Handheld Stock Control
-  Report Generation
-  Transport planning

Passfield opens Australian office

Nursery Business Consultant Sean Caddy based near Adelaide has launched Passfield Australia. Sean first made contact with Passfield in September 2011 when he was looking to source a Nursery Management System for his client Darwin Plant Wholesalers. During his evaluation of the system Sean quickly realised that not only would Passfield meet the needs of his client but there was no other system that matched it in Australia.

From a thorough evaluation process and the implementation at Darwin Plant Wholesalers Sean has been able to extensively learn Passfield's functionality. This will allow Sean to effectively sell and support Passfield in Australia. Sean will be backed up by the UK team, who will provide on-going product training.

Sean can be contacted on- (08) 86653292 or mobile 0413 153 340



Darwin Plant Wholesalers implement time saving Nursery Management Software

Australia's Largest Tropical Plant Nursery, Darwin Plant Wholesalers (DPW), has implemented the Passfield Nursery Management system to deal with their increasing need for faster sales processing and tighter stock control. Darwin Plant Wholesalers, operating from a 100 acre site near Darwin in Australia's Northern Territory, provides plant stock to clients in most areas of

Australia and also has clients in the Middle East and Asia. DPW's Sales Manager Saskia Stockman comments "We've seen steady growth in turnover and plant demand in the last 2-3 years, this has created a greater requirement to manage our stock and process orders faster. Since we installed Passfield in March we have increased our efficiency in these areas".



DPW committed to buying the Passfield system in December 2011 and the system was installed in March, after transferring data from existing systems. Passfield now takes care of all DPW's sales and stock control functions and Passfield has provided a custom software link to DPW's MYOB accounting package.

Focus on Australian Nursery processes

In March Passfield's Business and Marketing Manager Tim Lamb spent two weeks in Australia looking into business opportunities and getting a feel for how the Horticultural industry works down under. The culmination of the trip was attendance at the Nursery and Garden Industry National Conference at the Gold Coast, Queensland. Tim reports "It was incredibly interesting to see how the

Australian nursery industry operates and I was able to achieve this through some excellent seminars and a tour of local nurseries. I was struck by the diversity of plants grown and the quality and uniformity of crops. The Landscape sector provides Australian nurseries with a large percentage of their turnover, but it is interesting to hear how Retailers are emerging as a major force in the supply chain."



Leading pot plant nursery moves from bespoke system to the industry standard



Following a recommendation from an industry colleague James Lisher, Operations Director at Cobbins Nursery based near Worthing, Sussex contacted Passfield to if they could meet Cobbins operational software needs.

Cobbins had been using a uniquely developed bespoke system for about 6 years and while this was largely doing the job James needed to equip the company with a system which brought more flexibility and less reliance on a system only used by them. *"We had to make a decision, either continue to invest in our own system or find an industry available system that met our needs. Before we contacted any software providers we asked some industry colleagues and they pointed us at Passfield. Having met Passfield it quickly became apparent we could have increased system flexibility, lower our risk and decrease our IT overheads"* said James.

Cobbins now use Passfield to automatically load sales orders generated by Garden Centre chains. Amalgamated Picking Lists showing the total plants due to be Picked and Dispatched are printed off and client specific barcoded labels are sent direct to a 'bank' of printers. Orders are grouped into Journeys where outward movements of CC Trolley and Shelves are logged against each client.

Passfield relocates to Devon's capital

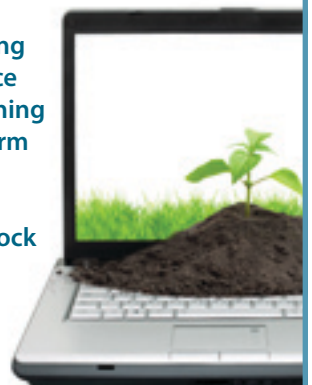
At the end of March the Passfield team moved into larger offices within the thriving city centre of Exeter. Tim Lamb, Business Manager commented *"In early January we redefined our three year business plan. To meet our objectives we need to expand our development resource in the next 9-12 months. Exeter is rapidly becoming one of the UK's technology hotspots, so our move will hopefully allow us to make use of this invaluable local resource."*

Passfield launch the £3,499 deal

New clients can now fully implement the Passfield Trading starter system for an all-in price of just £3,499. This award winning system will allow you to perform all the essential nursery operational processes such as Sales Order processing and Stock Control. Offer expires on 31st December 2012.

For more details please email sales@passfield.co.uk

Subject to Terms of supply





Dates for your Diary

■ Four Oaks Trade Show

Following another successful show in 2011 Passfield will be once again exhibiting at the UK's premiere growers show held at Four Oaks Nurseries near Macclesfield, Cheshire on 4th & 5th September 2012. Please join us on stand E44 and discover how Passfield could benefit your business.

More information on the show can be found at www.fouroaks-tradeshow.com

■ GroSouth

On 7th November 2012 Passfield will be exhibiting at GroSouth, held at Roundstone Nurseries near Chichester, West Sussex. More information on the show can be found www.grosouth.co.uk

Want to know more about Passfield?

Passfield cuts operational time and saves on resources. Around the world, nurseries like yours are using it to overcome supply chain complexities and boost efficiency. We're convinced it can revolutionise your business too- to find out more, why not get in touch?

Call us now on 01404 514400 alternatively email sales@passfield.co.uk
Further details can be found at www.passfield.com



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