

Sterling Safety Services

Sage Line 50 Case Study: **Sterling Safety Services**



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Alison Shaw,
Company Partner, Sterling Safety Services

Profile

Sterling Safety Services, distributors of personal protective clothing and equipment is based in County Durham and founded in 1973. It was taken over by the current owners in 1993.

The business has steadily increased in size to the point where the existing site had no room available for expansion, therefore the decision to invest in a new site was taken three years ago. Now Sterling Safety covers County Durham, while the additional site, Safewear serves the Middlesborough and Teesside area.

During this shake-up of the business the company accountant transferred to the newly created company, leaving the business with two options - either employing another member of staff to take up the position, or computerising the company's accounts.



active support for business

Alison Shaw, company partner explains “We decided to invest in computer hardware and software, rather than taking on another member of staff, choosing Sage Line 50 because it is a well established product. Previously all bookkeeping and invoicing had been done manually. Sage Line 50 has given the staff who do the accounts more time to do other things and enables us to collate information and run reports much more easily.”

Alison outlines which features of Sage Line 50 the company find most useful, “The customer database is invaluable for keeping a check on how our customers are spending and allows us to see immediately if we are losing business with a particular customer.” She goes on to say, “Sales orders integrated with invoicing means two previous jobs are done at once and there is no room for error. The product database means we have easy access to buying and selling prices and enables us to keep a record of previous supplies. If necessary, we can also regularly change supplies according to price and delivery.”

Plans for the future include, “Expanding the new company so that the two run at similar turnover and profit levels. We eventually intend to install Sage Line 50 at Safewear so that the company can be run more effectively,” says Alison. “We are also in the process of setting up a web site using Sage’s web tools to increase our market share.”