

Case Study **Lake Technologies Limited**

Lake Technologies are a progressive company and providers of Voice and Data Solutions to organisations in the North West. They were established in 1993. Lake Technologies are the first company in the UK to be awarded Platinum Partner status by Samsung Telecoms UK, the highest level of accreditation possible. Lake Technologies are an ISO 9002 quality assured company.

The Directors identified several issues within the organisation preventing growth and further business development based around outdated paper based practices, duplication and triplication, the inefficient use of employees' time and resources, and the lack of key management information. Lake's directors also looked at ways of establishing themselves above other providers in the marketplace.

The systems Lake sell are often complex and the production of a proposal for a client currently requires input from a variety of technical staff. Once a proposal becomes an order, the progression of the order through the organisation is paper based and inefficient.

sql accounts™ worked with Lake's technical team, and also Samsung, Lake's principal supplier, to develop a computer based and bespoke system to "build" telecoms systems. sql accounts™ contains the appropriate logic to ensure even recipients of basic industry training can produce consistently accurate system specifications and proposals.

Significant other business processes have also been integrated, such as purchasing, fault logging etc, such that the entire system becomes an integrated and bespoke CRM, Works Management and sql accounts™ Financial Accounting solution. Since all key data resides centrally, significant improvements have been made to management reporting.

The processes which have been automated and integrated are;

- Lead Generation
- Prospecting
- "System Builder"
- Project Management
- Service Agreements
- Fault Call Logging & Processing
- Maintenance Parts Control
- Sales Order Processing
- Purchase Order Processing
- Back to Back Ordering
- Integrated Sales Ledger, Purchase Ledger and Nominal Accounts
- Bespoke Management Reporting

To our mutual knowledge, no other Telecoms company operates in this way and this system therefore gives Lake a unique competitive edge over all other providers, and a benefit they can exploit to generate significant business growth. All stakeholders benefit;

- Potential Clients
- Existing Clients
- The Sales Team
- The Accounts Department
- The Technical Team

Collectively, this enables Lake to do more business, more efficiently, and organisations who do business with Lake receive an improved quality of service.

Company History

sql accounts™ is developed and supported under BS EN ISO 9001:2000 accredited conditions in the UK. sql accounts™ has been providing software to the NHS, the UK Public Sector and medium sized companies since 1990 and count several corporates as clients.

For specific information about how we might help your organisation please contact our Sales Department on the number below, or by email at sales@sqlaccounts.com.

Links

<http://www.sqlaccounts.com>
<http://www.laketechnologies.co.uk>