



MARINE SUPPLIERS LTD, based on the West Pier in Howth, Co. Dublin are manufacturers of fishing nets and retailing of marine chandlery and hardware. The company has seven full-time members of staff, but only had one computer in the company, with no point of sale system for integrating inventory and sales information. They realised that their ICT systems were inadequate to meet anticipated needs and they didn't have a company website. They were also unsure about backing up documents.

Following a thorough 'Tech Check' their advisor sent them a detailed report that suggested the following changes that, if implemented, should make their business far more efficient and therefore profitable. The report recommended the introduction of a multi-accounting software solution capable of integrating point of sale, stock control and e-commerce based sales and payments. They were advised to set up a company website with corresponding e-mail addresses for staff and they were encouraged to add an e-commerce facility for selling marine goods on-line. In case of systems failure they were strongly advised to have an external hard drive and backup data system to help protect important information and data and with seven staff, the report urged them to invest in an enhanced phone system that included with voice mail boxes.

According to Deirdre Ekstrom of Marine Suppliers, "We were really positive about our Tech-Check audit. We found our advisor was "very helpful... and was prepared to go the extra mile". We believe that the technology recommendations will lead directly to better service for our customers and, of course, to better financial results.