

Case study | TBF Thompson

How TBF Thompson went **from siloed systems to integrated performance**



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A legacy of **excellence**

For over 50 years, TBF Thompson (Garvagh) has been a prominent player in the plant and truck sales/servicing sectors. Operating as TBF Thompson (Plant) Ltd in the Irish Republic for approximately 25 years, the company has earned a respected reputation.

Proudly supporting businesses contributing to the economies of both Northern Ireland and the Republic, TBF Thompson has held the exclusive distributorship for DAF in Northern Ireland for over 15 years and also holds the rights for LDV in both regions.

With exclusive distribution agreements spanning over 18 years for brands such as Bomag, Thwaites, DAF, Deutz, and Hitachi, TBF Thompson serves a diverse customer base through four depots in the North and an additional two depots in the Republic.

Acknowledging the imperative **for digital transformation**

The Northern operation operated a heavily modified solution to manage the business, while the Republic's business ran on an inadequately supported basic accounting/inventory system.

The legacy system in the Republic was utilized alongside many manual processes, and the two systems operated independently of each other. The original business objectives for implementing a new dealer management solution were to:

- › Take advantage of improvements in technology and systems
- › Reduce the amount of duplication, both keyed and manual
- › Provide managers with an informative, easy-to-use overview of the business
- › Offer key functional and performance indicators, such as labor efficiency and productivity
- › Provide consolidation of Group results and increase their visibility across TBFT Companies
- › Improve parts availability and first-pick percentage
- › Facilitate connectivity to third-party systems, especially DAF
- › Move to a system that is flexible enough to cope with future business needs

Accentuating highly **personalized customer service**

TBF Thompson initiated a thorough analysis of their current procedures, identifying areas for improvement in their operations. They aimed to find a solution aligning with their operational needs and supporting an innovative approach to future business. The goal was to continue offering exceptional customer service. After a meticulous selection process, TBF Thompson opted for Annata and the Annata Dynamics DMS solution for Microsoft Dynamics AX.



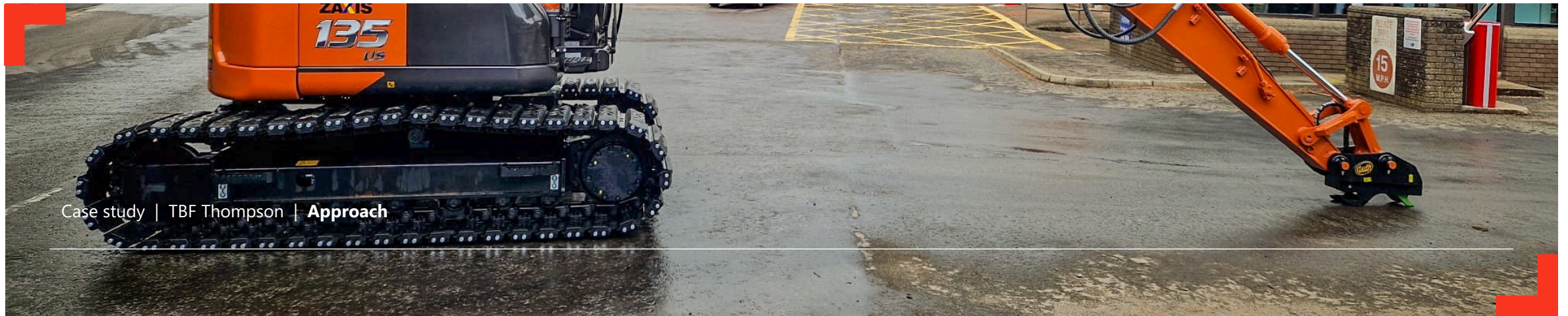
Accelerating agility and productivity through technology implementation

The approach adopted was a rapid implementation pilot, initially executed at the Dublin depot and followed shortly thereafter at the Galway depot. Subsequently, a review period took place before progressing to the depots in Northern Ireland. This sequential method facilitated increased input from all areas of the business, strategically preceding the roll-out into the more intricate operations in the North.

The implementation team, chosen by the steering group, comprised full-time project managers from both TBF Thompson and Annata.

These project managers established a robust partnership, working closely to thoroughly investigate and promptly resolve any issues, minimizing delays in the overall project timetable.

Additionally, the team included a data lead and an inventory expert, with a senior manager from the Dublin depot completing the TBF Thompson element. The involvement of these key decision-makers was crucial for the implementation's success, ensuring prompt adjustments to the system setup and business operations to capitalize on valuable features within the Annata Dynamics DMS solution.



Case study | TBF Thompson | **Approach**

Adapting to technology improvements for advantage

A comprehensive analysis of each key business process was conducted in collaboration with members of the project team and key users in each process area. This approach ensured that all stakeholders were fully aware of potential impacts on both the business and the end customer.

As the sessions progressed, the system configuration details were agreed upon, allowing the updated version to be promptly delivered to key users for testing. This streamlined process addressed any issues swiftly, enabling the team to proceed to the next business process area.

Simultaneously, while the review, setup, and testing were ongoing, another team focused on data to ensure real information could be used during testing sessions. Any data-related issues identified by data owners could be promptly highlighted and corrected.

In preparation for the pilot go-live, key team members from the Northern Ireland depots were kept informed of progress and invited to familiarity sessions, providing hands-on experience with the setup of the Annata Dynamics DMS solution. This inclusive approach greatly facilitated the implementation in the North.



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The Annata consultants are highly skilled, professional people with an in-depth knowledge and understanding of the business processes within our industry.

Ruth McBride

Business Systems Manager, TBF Thompson



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