



**A.J. Hurst:
Connecting
you to the future**

AJ Hurst Ltd is Northern Ireland's longest established Electrical Suppliers and continues to grow strong alongside Sherwood Systems using the latest Sage 200 platform after 20 years of working alongside Sherwood Systems.

History

AJ Hurst is one of Northern Ireland's leading electrical wholesalers supplying Electrical, lighting and power system equipment.

Bought in 1936 by the late Alfred J Hurst, the family run business continues to grow strong; passing their 70th anniversary with future growth plans throughout Ireland, England and Scotland.

Background

AJ Hurst is no stranger to Sherwood Systems having acquired their first book - keeping system back in 1993.

As AJ Hurst continued to grow they recognised that the system was starting to show its age after some 10 years of reliable service. After a long spell with the Sage product, AJ Hurst decided to install the latest sage product and opted for Sage Line 100 in 2003 supplied, implemented and supported by Sherwood Systems.

Growing with Sage 200 and Sherwood Systems

In Early 2008 Sherwood Systems recognised that AJ Hurst could benefit from the latest Sage 200 platform and several visits and demonstrations later AJ Hurst recognised the need for the latest Sage 200 system. As Managing Director Lisa Goldborough comments: "There was functionality that appealed to us and the fact that should our business take on a new direction we could add modules without moving away from Sherwood Systems or introducing a new supplier".

Lisa comments "After 10 years since our last system replacement, the change came sooner than expected but we soon realised we needed to improve our services and as a result we opted for Sage 200".

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Despite the strong relationship with Sherwood Systems, AJ Hurst felt it best to search the market place before agreeing to any changes. Lisa explains "As a business we felt it best to search the market but in the end we opted to remain with Sherwood Systems. "We knew that Sage 100 did the job very well so we had faith in the brand and we had built up a great relationship with Sherwood's over the years so we knew staying was the best thing to do". Lisa continues: "I should also mention that price obviously played its part but overall the Sage 200 suite met our growing needs".

In recent years AJ Hurst had experienced steady growth despite numerous competitors. Lisa believes that their range of innovative products and excellent customer service has provided them with the edge in the market.

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Sage 200 CRM

Despite the introduction of Sage 200, the management team soon realised that more front and back end visibility was needed. "We needed a sales tool that could provide management with visibility of the sales field especially quote to order ratios, we had discussed this with Sherwood's and they recommended we look at Sage 200 CRM".

With the Sage 200 suite up and running, AJ Hurst understood the scalability of the system, with a demo of CRM they knew it would deliver exactly what was needed.

"Sage CRM has linked seamlessly with our accounts system and as a result our sales team can control the sales process more effectively while being more dynamic closing quotes more effectively" "I now have a full view of what's going on and we can ensure our sales teams stay on top".

Since going live with Sage 200 and Sage 200 CRM AJ Hurst have complete control of what's going on from stock, purchase and sales ledgers to back office and invoicing. Lisa comments "Everything is still new to us but running smoothly, we know that Sherwood Support is on hand to help us out when needed".

The Future

AJ Hurst hopes to increase the sales team further with growth plans for Ireland, Scotland and England. "We are focused on growing to ensure our future and we look forward to using CRM to engage with our customers more closely".

