

ASM Medicare – a successful UK Manufacturing Company

ASM Medicare is an industry leader in the design, manufacture and supply of a wide range of disability, invalidity and patient care products including High Back Chairs, Footstools, Kitchen Stools, Disability Trolleys and Tables, Toilet Care Equipment, Bathing and Shower care equipment and Handling and Lifting products. Based in Runcorn Cheshire we have been Manufacturing Aids for Daily Living and Specialist Showering Cradles for the past 30 years.

With some of the most up to date laser cutting machines and Tube bending Machines, all our healthcare products and mobility aids are manufactured "in house" at our Factory in Cheshire meaning all our products are of high standard, both in terms of design and quality, Because of this our products are used through out the United Kingdom and across Europe by many, including the social services, the NHS, Local Authorities, Nursing Homes, Chemists and the General Public.

With our Aim to provide a diverse range of products to help people with their everyday lives we also manufacture a Range of Bariatric products including High back chairs, Shower Stools and Toilet surrounds.

ASM Medicare also produce Specialist Shower and Bathing Systems. Famous for the design and manufacturing of the ASM Multi system - the 3 in 1 toileting, showering and bathing System. As well as the Sutton and Hereford In – Bath and Showering Cradles we offer a Bespoke way of improving Personal, Assisted hygiene in a safe comfortable and user friendly manner. With selected professional agents across the UK , Including our own in house Assessor we can provide assessment for these products at a time and place convenient for all.

ASM Medicare is a customer driven company, we listen to customer comments and strive to apply them in our product development, quality systems and service.

The Problem

The situation a few years ago was less certain; competition from a global market, especially the Far East, had eroded the former client base and the opportunity to continue bulk production in the UK had ceased. The management were facing the task of reducing costs while retaining and utilising the skilled workforce which they recognised as a key factor of the organisation.

As well as task of re-working and engineering the product portfolio, which was under control, ASM had an existing ERP system which was geared up to their previous operation. The system in place was Sage 500 (formerly Tetra CS3) and they were in discussion with the maintainer of this solution with regards to upgrading to the latest version. This was a requirement due to the age of the version of the system they were running and it's obsolescence due to out of date infrastructure.

The dilemma for the business was that the cost of upgrading the whole system to the required standard and the ongoing cost of maintenance was unjustifiable for the current budget.

The Solution

During a chance telemarketing call, a meeting was set up for Brian Guest (Financial Director of ASM) with Helene Heyes (Solutions Consultant of FD Systems) to look at the business requirements. *Brian was definitely not keen on 'shopping around', but he was interested in discussing the issues he had with Helene because of her background in Accounting, Manufacturing and the full Sage solutions portfolio.*

At the first meeting with Brian, the current situation and future aims of the business were discussed in depth, and Helene carefully assessed the requirements. The benefits of no prior knowledge of the site were that Helene could look at the needs without taking history or existing solutions into account. At that meeting, she was certain that downsizing was an option and was able to show Brian other Sage solutions, including Sage 200 and Line 50, which would be available to ASM. This gave Brian an incentive to set up meetings with Helene and their own IT Consultant to explore matters further.

Over the next 6 months, several detailed meetings and demonstrations were provided and the pros and cons of each system were highlighted. The approach Helene took was to start with the lowest cost

solution, Sage Line 50 with Sage Manufacturing, and try to knock holes in it in order to prove that this was inadequate for ASM and then look at the next higher priced product i.e. Sage 200.

The unexpected result for all was that in this case, the substantial changes in the business had caused a complete change in the requirements of an ERP system and Sage Line 50 and Manufacturing would apparently satisfy the need. More importantly, the initial costs and ongoing maintenance were significantly reduced.

Sage was very helpful and provided independent product assessment for ASM to ensure that the unusual downsizing – which obviously devalued the original investment – would not impact on ASM in the future. It was agreed that in the circumstances, all the proposed options were suitable for ASM ... and it came down to costs.

Brian decided to implement Sage Line 50 with FD Systems, who had expertise in all solutions in the Sage ERP portfolio, and they are successfully using the system 2 years on. The reduction in administration overheads, and cost have help them see the re-engineering of ASM through, and the business is profiting once again.

www.asmmedicare.com

Contact: brian@asmmedicare.com