



Three Cheers for ERIC

The growing service team in Scotland of 30 trained engineers has a key member of staff called ERIC. They are in touch with him frequently, he can be called upon at any time and he never lets them down.

One long-serving engineer said of the modest ERIC: "He has completely changed the way I work and has given me access to all the information I need to plan my day effectively."

ERIC stands for Engineers Remote Information Communicator and he has been brought up as a member of the Danwood family.

He is a complex array of hardware, software and communications carefully put together to provide field engineers with remote access to the Danwood computer system.

ERIC, in essence, keeps engineers in touch with what has to be done and when, who needs help, what spare parts might be needed and whether or not that spare part is in stock or has to be ordered from the manufacturer.

ERIC speeds up the whole service process and cuts out a lot of paperwork. He was designed to be able to use easily and he provides a level of help and understanding which is reckoned to be the most sophisticated used by any UK service company.

He gives Danwood a distinct competitive edge but ERIC is still growing up and will change.

Danwood plans more enhancements to expand his functionality over the next few years. There is already a growing list of ideas from engineers who are always keen to improve on "first time fix rates" and the adaptable ERIC is just the guy to do it.

INSIGHT

DANWOOD SCOTLAND'S NEWS AND VIEWS



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GB OILS case study

GB Oils, based at Larbert, Stirlingshire, is the largest independent fuel distributor in the UK. It has over 50 depots throughout the UK and from these depots it delivers fuel to domestic, agricultural and commercial customers. Some of the depots are what they call "wet" in that they have storage tanks for the fuel. Some of the depots are "dry" with only lorries and drivers. And all of them are serviced by Danwood.

When the Scottish-based Paragon became part of the Danwood Group last year, so did the GB Oils contract.

The Head of IT for GB Oils, Andy Hewison, said that when he found himself dealing with Danwood he wanted two things – a supplier who could deliver on a national level and one who could provide good service.

"And that is what we now have," he says. "With all these depots in the UK I wanted a single supplier and a single point of contact.

Support was also very important. Danwood has delivered on all counts. Previously, there had been three or four providers of photocopiers. I consolidated it all with Danwood and it has worked to our benefit.

"The service is efficient and quick. We have a couple of five-year contracts with other companies which we can't get out of at the moment but once they terminate we will certainly look to move those contracts to Danwood.

"Like Danwood, we also expect to be making some acquisitions and I will be looking at what equipment these acquired companies have and will see if we can continue to strengthen our position by working with Danwood."



"Our priority is to get the customers' equipment up and running." Ian McIntosh, Senior Support Manager



Danwood's Commitment to Scotland

Twelve months ago Danwood did not have an office in Scotland. Now we have offices in Livingston, Aberdeen and most recently we added East Kilbride by moving into a major office previously occupied by British Energy. Our growth in and commitment to Scotland is set to continue because we recognise this is a major and important market.

We have a broad portfolio of products from the top manufacturers and believe we have much to offer Scottish companies of all sizes, which can provide considerable savings and efficiency.

In the past year companies in Glasgow, Livingston and Aberdeen have become part of the Group and our sights are now set on Edinburgh and Dundee.

A key element of what we do is to provide a consistent, constant and efficient support service for our customers. Our business is

not about making sales and walking away – it is essential for us and the customer that the relationship is an on-going one.

Gary Elms, Sales and Marketing Director, explains: "We appreciate that when any company has a new owner its customers might be a little bit apprehensive about how they will be looked after but we have built Danwood into one of the largest privately-owned independent suppliers of office equipment in the UK and Ireland by ensuring that customers enjoy a speedy and efficient support service.

"We have been in this business for over 35 years and know a thing or two about it. We used to operate in Scotland through partnerships with Scottish business equipment suppliers and maintenance companies but it is our policy to provide a complete service directly to the customer and that is why we have acquired several companies and will continue to do so."

Danwood provides customers with a total solution tailor-made for their printing, faxing, copying and service needs.

Gary says that most companies do not realise how much they spend on everyday activities like printing and photocopying but it is a considerable amount. He states: "Finance directors are only now beginning to realise how much they spend on these activities – and, therefore, how much they can save with an integrated, efficient system."

And it's not just money that can be saved. Danny Johnston, Corporate Sales Manager, believes that most people personally print about a ream of paper a month – 500 sheets, or 25 pages per working day. This means that a company with 30 people prints a tonne of paper a year and with a low or no cost solution, and more efficient printing methods, can save 60,000 sheets of paper a year. And the bigger the company the bigger the savings.

Training at Danwood is Academic

Service training is an integral part of the Danwood way of doing business, so much so that it has its own academy devoted entirely to the training of engineers to ensure that they have the necessary skills and qualifications to give customers a first class back-up.

The man in charge of the training is Stewart Garfoot, who sticks pretty close to the manufacturers and their machines so that he can be fully conversant with what is on the market and what makes it tick.

This month, for example, he has been getting to know the Sharp MX2700 which is a new colour machine and it is now his task to train the people who will have to deal with this machine. It's not quite like painting the Forth Bridge but getting close.

He says: "When I first started products would have a life of five years. Now it is two or less – new models are coming out all the time and we have to keep ourselves up to date."

Stewart undergoes the necessary training with the manufacturer and he cascades this training down to the Danwood engineers.

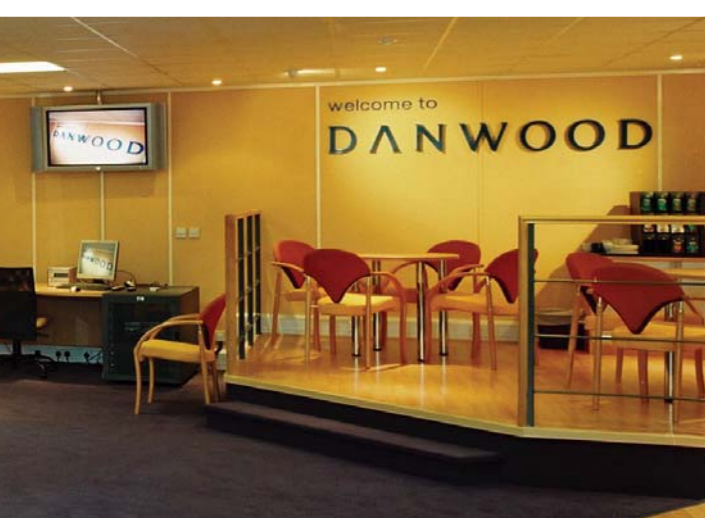
Engineers go through a specially prepared training programme at Eden House, part of the Danwood head office in Lincoln, but Stewart travels well and wherever or whenever training is required, he will organise and lead it with two other trainers helping him out as necessary.

Training sessions can last from two to four days but the engineers are also required to



do some study at home before they pass the tests and receive the necessary qualifications.

Stewart says that no more than nine engineers will attend each training session. He adds: "That is small enough to ensure that the training is personal and specific."



We have 27 branches throughout the UK and have excellent long-standing partnerships with world class manufacturers.

Service is the foundation of Danwood's philosophy. We do not sell and forget – the company's success is built on making sure that our clients are operating efficiently and smoothly because that means that Danwood is also operating efficiently and smoothly.

We have 30 service engineers operating in Scotland and they deliver an excellent response rate - the Group average is four hours, with the emphasis on constantly cutting that target - and they have all undergone intensive training at the Danwood Training Academy.

The Danwood Service Director in Scotland, Charles McIntosh, says: "Customers can be assured that service is at the top of our list. We can't expect to operate successfully and continue the growth of our customer base if

we are not rigorous in our service back-up. "It is bread and butter to us – that applies to existing customers as well as to those we have welcomed aboard with companies that have joined the Group."

The core business offerings of Danwood are document and print management, software solutions, data archiving and work flow management, networking, managed services and product deployment and provision.

Danwood has complete product independence, with products from Sharp, HP, Konica Minolta, Panasonic and Ricoh in the portfolio plus around 30 different software systems.

Danwood selects what is best for the customer in the knowledge that different customers have different requirements, which means listening to the market place and meeting or anticipating requirements backed by in-house flexible financial packages - and first class service.

Paper, Paper Everywhere

Remember the prediction that we would all soon have paperless offices? It hasn't happened – in fact, offices these days have more and more paper floating around unnecessarily because people who receive emails tend to print them for various reasons. And the chances are that printing that email costs more than it should and is part of an estimated 30% wastage in terms of needless or inefficient printing.

There are ways of printing and copying more efficiently and that is what Danwood is all about. We are experts at helping to co-author and collaboratively produce plans which help clients make the most out of their existing infrastructure and investment, thereby maximising existing output capacity while controlling and reducing any new expenditure and cost.

But that is only part of it. There is no point in having the machinery working efficiently if you can't keep them working and that is why Danwood places so much emphasis on back-up service.

"Service back-up is imperative to retain customer loyalty. Our priority is to get the customers' equipment up and running."

Charles McIntosh, our Service Director, has 30 engineers under his control in Scotland and they are all trained and qualified – and mobile.

All service calls are answered within nine seconds on average and the engineers alerted. The call centre for Scotland used to be based at Group headquarters in Lincoln – now it has been transferred to Livingston. There, the helpdesk staff tries to solve problems remotely, whenever possible, to get your machine quickly up and running or, where that is not possible, they alert an engineer.

Ian McIntosh (no relation), Senior Support Manager, says: "Service back-up is imperative to retain customer loyalty. Our priority is to get the customers' equipment up and running."



Danwood – Founded on Service

The Danwood Group was formed in 1971 and is now one of the largest privately-owned independent suppliers of office equipment in the UK and Ireland. We employ almost 1,000 people and have a turnover of £85 million.

Gary Elms Sales & Marketing Director



Danny Johnston Corporate Sales Manager



Charles McIntosh Service Director



Ian McIntosh Senior Support Manager

