

Success Story

British motorsports company DPR shows its winning streak

DPR Motorsport uses Sage 50cloud to keep a close eye on its business both on and off the race track



Derrick Rowe has a true passion for motorsport. So much so that, ten years ago, he turned that passion into a business. His company, DPR Motorsport, now has a solid track record in Championship wins.

DPR is a family business built around the iconic Caterham Sports car. Today it has the largest team in the official Caterham Motor Sport Championships. Not bad for a business that started out of a garage with just one car and his son, co-founder David.

Key outcomes

- Stock and inventory updated in real-time from any race location
- Simple but powerful bank reconciliation provides improved financial transaction accuracy, reducing administration overhead
- Faster and seamless end-to-end 'estimate to invoice' facility that improves DPR's time to market
- Rich reporting and analytics capability allows DPR to accurately forecast their business needs

Sage

Company
DPR Motorsport

Location
United Kingdom

Industry
Leisure and entertainment

Sage Products
Sage 50cloud



About DPR Motorsport
DPR is a family business built around the iconic Caterham Sports car, inspired by founder Derrick Rowe's passion for motorsport.



Starting small with aspirations for growth

Like many successful businesses, Derrick started small. Today DPR is firmly on the motorsport map. Since inception, it has built thirty of the top performing cars in the Caterham Motor Sport Championships. From day one, Derrick knew the importance of keeping a close eye over the company's motorsport finances. Which is why he chose Sage 50cloud.

"Because of my background in finance and in operational controls, we started using Sage almost at the same point we started the business," he says.

Derrick says it was important for DPR they had a package that would grow with the business. And that is why he chose Sage 50cloud.

"As we grew, our understanding of Sage grew. The product was such that it was able to grow with us. It avoided a major exercise in conversion and also avoided a major step in learning how to use the software."

Sage 50cloud also helped DPR deliver top drawer customer service as the solution facilitated fast and efficient answers to any customer queries, from invoices to stock levels on race days, all available at the click of a button.

"It helps us deal with our customers in a highly effective manner," says Derrick. "You've got to have a trust relationship with your customers. When customers ask you a question, you've got to be able to provide the answers. Recording the customer data in Sage gives you the ability to get the information out accurately. With Sage, there's credibility with what you are telling them."

Keeping tabs on stock and inventory for better service

A challenge for the business is that operations are split between the workshop and the main UK racetracks. Sage 50cloud can be updated in real-time meaning customer orders are made and updated wherever the business happens to be.

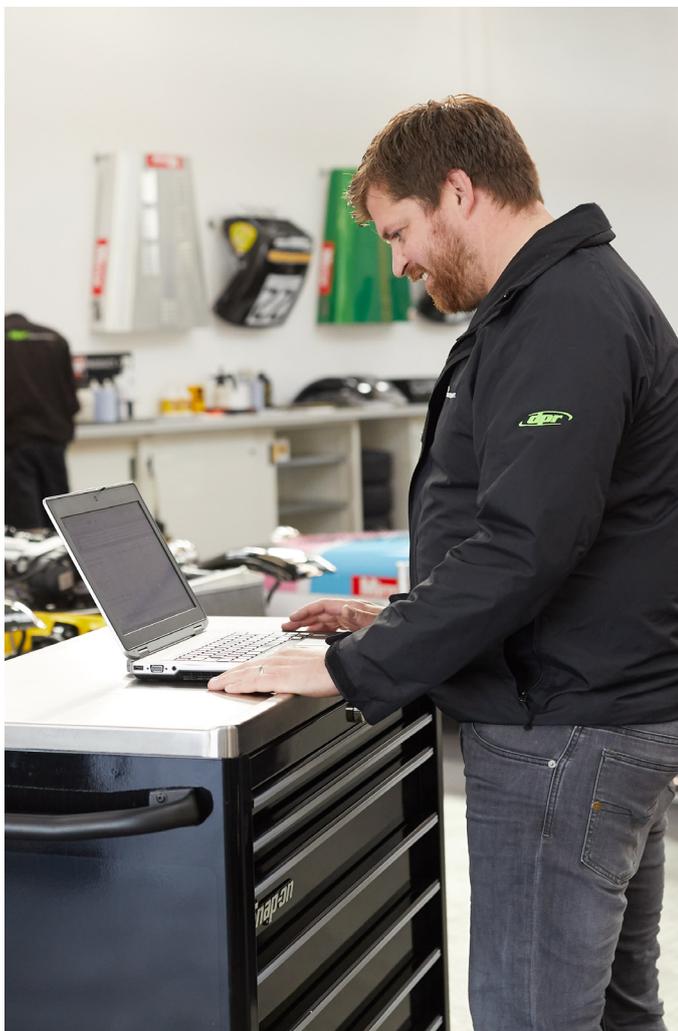
"When we are racing away from our headquarters, we can remotely access Sage through the cloud and update stock, inventory and place orders, all in real time," Derrick explains.

Derrick's son David is now Technical Director and Team Principal. His role is crucial to the smooth running of the operation, especially on managing stock levels and trouble shooting. Sage is pivotal in helping him deal with this side of the business. Automated processes mean less time filing administration, more time focussing on pushing DPR forward.

"For us, the importance of Sage 50cloud is in our business tracking of components, so we can understand where and when components are and when they are next due to be changed," he says.

For David Rowe, the company's achievements go beyond its success on the racetrack. Many of the company's drivers come to the sport as novices, so DPR invests its time and energy into training its drivers as well as looking after the cars.

"We see it as key to our business that we can help people develop their skills of their hobby of motor racing. That's an integral part of our business that differentiates us from a lot of the competition," he says.



Everyone at DPR is focussed on the desire to do better, stay ahead of the competition and above all else, win.

Winning with Sage 50cloud

Daniel Mitchell is DPR's Business Development & Operations Manager. Relatively new to the company, he has quickly learned how Sage 50cloud is instrumental to his role and how it helps with day to day transactions.

"It's really vital that we keep our business running smoothly to improve the productivity in the workshop with the cars. With Sage 50cloud we can easily see the levels of stock, so we don't run out of a single item."

Another key part of DPR is their people. The workshop is full of dedicated and passionate employees, many of whom started on apprenticeships. The atmosphere in the workplace is lively with a true showing of team spirit. The parallels between the business world and the racetrack are obvious here, with everyone focussing on the desire to do better, stay ahead of the competition and above all else, win.

Emphasis on quality

André Michaels-Carter is the Workshop & Quality Manager and places high emphasis on quality. He says:

"Quality control is the most important thing here at DPR and definitely the most important part of my role. Using Sage 50cloud lets me have a seamless transaction from talking to the customer, making an estimate to then making an invoice," says André.

"It's all about winning at the end of the day and in order to win, you have to make sure you're the best of the best," he adds.

With Sage having its back, DPR is excelling. The company has developed a winning formula for business success based on deep understanding of the customer and a firm commitment to team excellence.

But that does not mean the business is without its hurdles.

"Each year brings with it new challenges," says Derrick. "But we could not run our business without Sage, efficiently or otherwise."

"It's stood the test of time with us. Grown as we've grown. Taken the worry away. We're genuinely excited about the future."

With a sharp eye on the race, DPR looks set to see many more chequered flags for years to come.



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