

## SUCCESS STORY

# Roveel is just the right package for Sandland

*Sandland Packaging gains full business transparency with Sage add-on Roveel*



Founded in 1986, Sandland Packaging is a bespoke manufacturer of corrugated boxes for automotive, manufacturing and merchandising businesses, based in the Midlands. The company has become synonymous for designing bespoke packaging of every size, and advising customers on the correct grade and thickness of material to ensure their products arrive safe and secure.

### Key outcomes:

- Full visibility of customer purchasing trends
- Identification of lost business and declining product lines
- Seamless integration with Sage 50 to produce customised dashboards
- Anywhere access for sales team – data at their fingertips
- Modernised sales approach
- Supported new business drive

The heart and soul of Sandland's business is its manufacturing plant, which it has reinvested in year-on-year to create bigger and better boxes for its customers.

Sandland now turns over £10m, yet is still able to fulfill single box orders, right up to 100,000+ orders and has over 20,000 product lines live at any one time.



Company

**Sandland Packaging**

Location

**UK**

Industry

**Manufacturing**

Sage Solution

**Sage 50**

Partner

**Roveel**

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[www.sage.com](http://www.sage.com)



Roveel has allowed Sandland to view current customer data

## “With over 400 customers, we wanted up to date visibility of their purchasing decisions.”

Martin Hickman, Managing Director, Sandland Packaging

### Operating blind

As a long term user of Sage 50, Sandland was ultimately happy with its accountancy software – the challenge was the lack of visibility and ease of access to the data for the sales team and senior management.

“It was starting to feel like we were almost running the business blind,” explains Sandland Managing Director, Martin Hickman. “We’d get a daily summary of top line business figures, but we had no visibility of individual customer data. With over 400 customers, we want to know what’s happening in terms of buying trends so that our sales team can have an up to date view of their customers’ purchasing decisions.”

A strong advocate for analysing customer data, Sales Director Andy Batha wanted direct access to information such as orders, credit lines, and P&L information, for him and his sales team. Requesting the data each time from Commercial Director Jo was time-consuming and unsustainable.

### Great first impressions

A 14-day trial ensued, but Sales Director Batha says he was sold after just 10 minutes of using Roveel.

“The speed of analysis and having the data at my fingertips was what impressed me the most,” he says.

Typically it had been taking up to 24 hours for the Commercial Director to come back with the data required from Sage 50.

“Now I can access the data myself, and through the Roveel dashboard see an instant snapshot of any aspect of the business position; be it average spend per customer, transition spend per year, declining spend etc.

“Roveel gives me access to a live update of everything I need to do my job,” he adds.

### Independent add-on

Searching for a Sage software integration that could provide transparency and access to the data that Sandland needed, Hickman hit upon a solution by Sage ISV partner Roveel.

Headed up by Mark Donaldson, a qualified Chartered Certified Accountant, Roveel has developed an out-of-the-box dashboard reporting tool that integrates with Sage 50 to provide SMEs with increased visibility of their business metrics.

Being a cloud-based solution means it enables all users to access the software remotely – a key requirement for Sandland.

“Roveel allows for bespoke dashboard creation, which was a key part of our early discussions with Sandland,” says Donaldson.

Hickman adds that the ability to set up a demo instance of the software in literally an hour “was also impressive”.



*Roveel has helped drive data transparency across the whole team*

**“Through the Roveel dashboard I can see an instant snapshot of any aspect of the business position.”**

Andy Batha, Sales Director, Sandland Packaging

#### **Tracking lost business**

A key challenge for Sandland had been identifying how much business it loses each year.

Hickman explains: “Our new business efforts are great, but with over 400 customers, there was a concern that we were losing as much as we gained, and the lack of visible customer trend information was a part of that.”

Batha concurs. “When the sales figures are going in the right direction year-on-year, you don’t always look at what’s going out the back door.”

Implementing Roveel has helped identify the true picture to Sandland, which came as quite a shock.

“When we ran the numbers, we had won £1.75m in new business, but lost £1.25m of business in the past year. If we had retained that lost business it would have equated to essentially two years’ worth of growth just by keeping what we had. So this was an important discovery,” explains Batha.

Using the Roveel reporting platform, Batha is now able to drill down and shine a light on exactly which product lines have decreased and which customers have reduced spend or not renewed orders.

“With my own spreadsheet, it was difficult to spot if a customer was slightly decreasing spend on certain lines, but with Roveel, it highlights the variance in spend and which lines have been lost,” says Batha.

#### **Honest conversations**

This enhanced transparency enables Batha to have direct and frank conversations with his sales team.

“Instead of a rep at the end of the year or quarter not knowing why they lost a sale or customer, they now have the power to see almost live when a customer’s spend has declined and have a conversation with them sooner. It could be that a customer’s volumes have declined so they require less packaging from us, but it could be that we haven’t been competitive on renewals and need to revisit the quote.

“You can’t control what you don’t know, and that’s what Roveel has given us - visibility of the things that happen across our customer base so that we can minimise lost business.”





*Sandland have improved their sales output with Roveel*

## “We have won a substantial amount of new business and Roveel has played a role in helping us achieve that.”

Andy Batha, Sales Director, Sandland Packaging

### **Professional sales approach**

Being a web-based platform, Roveel can be accessed from anywhere via any device, so it enables Sandland's sales team to present relevant data to customers during face-to-face meetings via their tablets.

“For the meetings with our larger customers, I can now just turn around my screen and show their quarterly stats, which is a lot more professional than taking print-outs. It also removes the error of forgetting to print a vital aspect of the reports,” says Batha.

Sandland has also been highlighting the data tracking capabilities of Roveel as a supporting factor in tender submissions.

“We show prospective customers the power of the data we now have, identifying any red flags with orders to ensure everything is kept on track,” says Batha.

### **COVID-19 support**

Integration of Roveel has enabled Sandland to proactively manage the business, during lockdown.

“We had some customers claiming they couldn't pay, but Roveel gives us a current view of customers' credit positions so we were able to have proactive conversations with certain customers to alleviate this,” says Welch.

One customer claimed they couldn't pay a £3k invoice, but interrogating the data Sandland saw they were actually in a good position to pay. “This just illustrates the power of data transparency that Roveel has given us,” says Hickman.

Being able to access the sales data while working from home during Covid has supported Sandland's sales team to not just maintain current business, but win new business.

“During April, May and June in lockdown, we have won a substantial amount of new business and Roveel has played a supporting role in helping achieve that,” says Batha.

### **Pedigree of Sage 50**

The power of the reporting in Roveel would not be possible without the backbone of Sage 50.

“We are always keen to help customers get the most out of Sage 50, because the stronger and more accurate the data is, the better Roveel can perform,” says Donaldson.

Sandland produces circa 45 orders and invoices per day and uses Sage 50 to process and track them.

Hickman says that the granularity of the data and the way Sage 50 allows Sandland to capture it has always been robust. “The accuracy of our information through Sage 50 is high so the integration with Roveel has been frictionless.”



*Roveel has given Sandland  
a full view of their data*

**“Roveel gives us greater transparency  
of that bottom line data you can so  
easily miss.”**

Andy Batha, Sales Director, Sandland Packaging

**Operationally sound decision**

Sandland says its now able to have a conversation with a client and look up their exact credit position without having to ask accounts.

“It’s eased the load on our Commercial Director Jo, and given Andy the ability to see the up to date figures so he can make a difference; finding out a customer’s spend has declined months after the event is no use,” says Hickman.

Batha adds: “To run a successful business, you’ve got to understand the numbers coming through the front door as well as see what’s going out the back door. Roveel gives us transparency of that bottom line data - the stuff you can so easily miss.”

**About Sage 50cloud**

Sage 50cloud combines the convenience of the cloud with the power of desktop accounting software. It provides a complete view of your business finances in one place. Enjoy less admin, faster payments and more productivity.