

WILLERBY HOLIDAY HOMES IMPROVES LEAN MANUFACTURING WITH DOCUMENT & PROCESS AUTOMATION FROM THE CONTENT GROUP

-Enterprise Content Management solution aids Willerby Holiday Homes work to customers specification's and supports lean manufacturing-

Date – The UK's leading Holiday Home Manufacturer, Willerby Holiday Homes, has selected Enterprise Content Management (ECM) solutions provider, The Content Group (TCG), to provide an ECM solution for document and process automation. Willerby Holiday Homes has invested in Invu document management software and iMarkup web-based business process automation and business intelligence software to improve processes and cut costs.

Willerby Holiday Homes has been the market leader in holiday homes design and manufacture since it was established in the 1940s. Today, the company has an annual turnover in excess of £100 million and employs over 1,000 employees. Each year, approximately 8,000 Willerby homes are manufactured. A major differentiator between Willerby Holiday Homes and their competitors is the company focus on customer-driven innovation.

Howard Dawson, Integrated Systems Manager, Willerby Holiday Homes, comments, "In the last five years there have been lots of changes implemented to improve internal processes, particularly in relation to lean manufacturing. Lean manufacturing ensures that stock is delivered just-in-time to the production lines which reduces the stock that we have to hold and releases cash to be used as and when it is needed."

Dawson continues, "The only problem with lean manufacturing and ordering stock just-in-time is the pressure that this puts onto the back-office. For example when using lean manufacturing we are processing approximately 8,000 invoices per month and raising a significantly larger number of purchase orders prior to the just-in-time ordering strategy."

The Content Group's solution uses Invu integrated with iMarkup software. Invu will initially be used to provide document management that will aid invoice processing, as it allows invoices to be scanned and goods receipts processed, whilst it records the back office ordering process. The software will ensure that the internal communication and the recording and documenting process is improved, allowing Willerby Holiday Homes greater visibility of the just-in-time ordering process and tighter controls over it.

Dawson states, "Due to the nature of our business being very much design orientated, with our homes being geared around the latest consumer trends, new bespoke models

have to be designed and manufactured at a fast rate. Turning around designs quickly generates a lot of paper-based transactions flowing through the business, such as drawings, design process documentation, and specifications. All of which needs to be captured for our customer services department which manages the post-installation phase of our homes.”

Dawson, continues, “iMarkup will be used for a specific and somewhat complex task which is what we call our ‘non-standard options request’. The ‘non-standard options request’ allow our customers to tailor the design of their homes to their specification. For example, if you wanted to change a shower to a Jacuzzi bath in your home instead of the standard option this would generate far more paperwork. Designers would have to ensure the new bath fits or alter the designs accordingly, we would have to agree the purchase and process the purchase of the bath, and finally the production department would also have to be involved to schedule a fitting date. The amount of paper involved in these processes is now greatly reduced.”

Dawson, concludes, “The solution implemented by TCG will be integrated with our bespoke ERP system Buildbook and Batchbook enhancing them introducing additional features that would take considerably more time and effort to develop. Our working relationship with TCG is great and although there are currently only 25 people using both systems, we are planning a roll-out to the whole company.”

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