

Jordan Publishing Ltd.

Infor Drives Better Business Performance with Infor ERP System21 Aurora



customer success story

➔ **Jordan Publishing Ltd is the UK's leading privately-owned law publisher. It is part of the Jordan Group which provides a range of services regarding the legality of companies – namely company searches, company registrations and business information services.**

Jordans plays a key role in helping its customers understand the current law and any key future developments, whilst delivering quality, authoritative content via its publishing operations.

Over the years Jordans has been deploying information technology to assist customer service. The objective being to help provide its customers with straightforward, practical information in the format they want.

To ensure good financial management it has been using financial software called Infor ERP System21, from enterprise software specialist Infor, since 1991. However, at the end of 2003 Jordans decided to invest in the latest release of the software – Infor ERP System21 Aurora. This now provides the platform upon which the group controls its finances. The system also acts as the bedrock upon which it has been able to launch some new initiatives to enhance its business performance. To date this has resulted in programmes to improve customer relationship management (CRM), credit management and establish centralised control over its purchasing.

IT history

Until its investment in Infor ERP System21 Aurora, Jordans had been using three main systems: Infor ERP System21; a separate Microsoft Access database for holding prospect and customer information; and a bespoke-written sales order processing system.

Mike Greig, IS development manager for Jordans, said: “Although each of these systems worked well we were suffering because they were not well integrated. We spent far too much time and money manually re-inputting and maintaining the data between them. Not only was this expensive but it was terribly error prone.”

“Another problem we encountered was the people factor. Although our people are our strength, because we had no centralised system for holding systems knowledge, as soon as people left the company we often lost the information they had in their heads. We needed to regain control.”

Jordans liked Infor ERP System21 Aurora as it is a highly functional system providing rules-based workflow to guide users through the key business processes. Vitally, it would help maintain data integrity, meaning users could be sure of using the right customer and product information whenever dealing with customers.

case study

➔ **Formed in 1865, the group is based in Bristol but also has operations in London, Cardiff, Jersey, Scotland, Gibraltar, Cyprus and the British Virgin Islands. It has up to 100,000 customers who are typically solicitors, accountants and legal departments within companies.**

Jordans went live on Infor ERP System21 Aurora at the end of 2003. The system operates on an IBM iSeries 810 situated at the Bristol head office, and all of Jordans' offices now access the system over a broadband Wide Area Network.

The new system provides all users with Workspace, a web-based front end which utilises thin client technology. This has resulted in increased user productivity as they can now access all applications from one screen. Also software and hardware maintenance and support costs have reduced as users need very little software on the desktop. This new infrastructure has also improved information flows as there are no longer local pockets of data stored on PCs. Instead everything is stored centrally.

The adoption of Infor ERP System21 Aurora has already helped improve data quality by centralising data storage and it has simplified the organisation of the IT infrastructure. These improvements have been the catalyst to start embracing other business enhancing IT projects.

The first of these has been Jordans' approach to managing customer relationships.

Customer relations

Although the entire group had a great interest in improving its customer interactions this was felt most by Jordans' publishing business. This was due to the disparity of information held across numerous systems which had previously made it difficult to have a clear view of customers. It was hard to see what customers had already purchased and this inhibited cross-selling opportunities whenever Jordan Publishing was in contact with customers. It was also impossible to access the effectiveness of any sales and marketing activities.

It inhibited the planning of marketing campaigns as it was impossible to segment customers. Ideally this would have been done by history/product/interest/size. But this just was not possible and weakened the impact of many marketing campaigns. Due to these limitations Jordan Publishing's marketing director initiated a search for an IT system in 2004.

Jamie Whiteman, Jordans' project manager for the initiative, said: "Although there are many highly functional CRM systems on the market we believed that data integrity was of the utmost importance. So our chosen system would have to work hand-in-hand with our existing systems. We talked to Infor about the new customer management system that they were developing for Infor ERP System21 customers. This seemed very attractive as it would provide us with one integrated solution. Therefore by using the

- ➔ **Infor ERP System21 Aurora has already benefited Jordans in three major ways:**
- **The overall IT infrastructure is now more cost effective as it is better organised and centralised**
 - **The users are enjoying having ready access to much higher quality, structured data**
 - **It provides the stability upon which Jordans has already embarked on three business improvement initiatives**

same data this would overcome our data quality issues.

“To be completely sure, we also looked to the market. However, when we calculated that even after paying Infor for some bespoke development to its system to meet our exact needs, the total cost would still only be 20% of the price of some of the higher end CRM solutions. We had such a compelling reason to choose Infor.”

At the beginning of 2005 Jordans chose Infor’s system for customer management, called Opportunity Management, and went live in mid 2005. It has been rolled out to the salesforce and has already helped them look up customer account history; identify more cross-selling opportunities and this has led to improved sales tracking.

The system is now set to be rolled out to Jordan Publishing’s marketing team in 2006 to help segment markets and then drive and monitor the effectiveness of future marketing campaigns.

Already Jordan Publishing is undertaking the data migration of all the existing marketing data which entails 100,000 records. Once this is complete the marketing team will begin actively using the Opportunity Management system. After this, the system will be evaluated by the other parts of the Jordan Publishing operation and also the wider Jordan Group.

Credit Management

Now that the first phase of Opportunity Management is complete, Jordans has now turned its attention to the second major initiative which concerns debt collecting. Infor’s Credit Diary is now set to be implemented in early 2006 in order to help credit controllers chase payments more effectively. The system provides ‘due dates’, a diary system together with accurate customer contact information and workflow technology. Together this will help users proactively chase debtors on a daily basis. The new system is expected to be hugely beneficial by improving cash flow on the 20,000 invoices that Jordans issues every year.

Purchasing

The third project in 2006 will be the roll out of Infor’s buy.connect. This will help provide centralised management control over group purchasing, but will be initially piloted within the Publishing division. By centralising procurement through this application, it will provide a clear view of purchasing activity across the group. Not only will buying be more controlled but better group discounts will be made more achievable by having greater visibility of all purchasing activity.



focus on essentials

Infor takes pride in the 20 years of experience we have in the manufacturing industry. Using our deep base of industry knowledge and proven communications and planning applications, we help suppliers and manufacturers achieve their business goals.

We are passionately focused on providing comprehensive solutions that meet the unique challenges of the manufacturing industry on a global scale. Our solutions are comprehensive, open and modular, giving you the optimal choices to meet today's challenges and leverage tomorrow's opportunities.

The final potential IT project for 2006, which is currently under evaluation, is performance management, as Mike Greig explains. "Although we have a performance management tool already in place we will now evaluate the Infor Performance Analyser application, which integrates well with the Infor ERP System21 data. We will be assessing the application to see how we can improve our reporting processes yet further."



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