Case Study - Montgomery Wholesale

Easy to install and easy to use, Freshware adds more efficiency to Montgomery

Montgomery Wholesale has been a client of Freshware's for some years and utilise the Freshware system in their office for accounts and consignment management. Before finding Freshware, Montgomery Wholesale used a very basic and simplistic program, whose reports could only be produced at the end of the day and had to be printed off. As the industry in general upgraded their IT systems to Windows-based programs there appeared a clear lack of support for Montgomery's existing software. The software was extraordinarily complicated and the only support came via leaflets and books! No training was offered on the system and the charges for this inadequate software were suddenly increased considerably.

Montgomery felt they could not continue in this manner and, having researched and discovered that Freshware has many installations in Spitalfields, decided to make contact and shortly afterwards decided to use the Freshware system. The main advantage to Montgomery in this instance was how easy the system is to learn and to use. Accessibility was simply and all the figures they required were readily available. Another major point was that Freshware's automatic updates eliminated the need to wait around for end of day reports. Everything was there, ready for when they required it. This streamlined their operations and proved a hit with both staff and management.

Freshware has improved the efficiency of Montgomery's processes which has resulted in a reduction of their daily workload – there is no duplication of tasks and everyone is happier as a result of the implementation of the system. In the past, problems with the system resulted in Montgomery's being unable to trade until the fault was rectified: with Freshware this is not such a problem as the response is rapid should a problem occur, so business is not affected.

Montgomery has now become the first Freshware wholesale client in New Spitalfields Market to install a mobile ticket entry system. Cliff Hart, co-owner and salesman and Montgomery and Co had been waiting for Freshware to develop a hand-held solution for quite some time. Paul Hardy, MD at Freshware comments "The technology didn't exist to deliver exactly what Cliff was after. When the IPAD was launched I just had a feeling that I could do everything he and a number of my other clients had been requesting."

Cliff is keen to praise the system saying "It works extremely well for us; it saves time and money by eliminating manual calculations and errors. It was definitely worth the wait for technology to catch up with my idea!" The addition of a new computerised cash till reconciliation program now allows Cliff to have total control over his business with the minimum of fuss and effort.

Montgomery Wholesale Fruit & Veg Ltd
45-46 Market Pavilion
New Spitalfields Market
London E10 5SJ
Tel 020 8558 4545 · Fax 020 8558 4930
Trading in Fruit, Vegetables & Salad

FRESHWARE

01795 844555
info@freshware.co.uk
www.freshware.co.uk