



# PASSFIELD

The world's most comprehensive and flexible Nursery Management Software



## 2009 a year to remember

Looking back to January 2009 there was a common feeling of uncertainty in business fuelled by the Credit Crunch. At Passfield we implemented some cost savings, battened down the hatches and waited for the storm – as did many of our clients. Thankfully it didn't arrive.

On the whole Horticulture had a very good spring and this reminded us to appreciate our involvement in an industry which both produces food (a guaranteed market need) and affordable pleasure for millions of gardeners. In fact 2009 turned out to be our best trading year ever, thanks both to our team's wholehearted commitment to offering exceptional service and - as a result - good client referrals.

In 2010 we are confident that our market share will continue to grow and evidence shows we are now viewed as supplying the market leading Nursery Management software package.

We are aware that sourcing software can perhaps appear puzzling and that approaching IT companies can be a bit daunting. So let me reassure you: our team has vast experience of applying the Passfield solution to market so we understand and speak your language.

If you would like an informal chat to discover what Passfield could do for your business please call **01404 514400**.

**Tim Lamb**  
Business and Marketing Manager

# Rushmere Nurseries cuts data entry and 'saves valuable time'

Back in September 2008, Richard and Helen Ramsbotham, Directors of Rushmere Nurseries Ltd in Leighton Buzzard visited the Four Oaks Trade show. They had a clear aim—to assess all Nursery Sales and Stock control software and source a product that met their needs. Rushmere needed a system which would cut their order processing time, minimise clerical mistakes and improve efficiency by cutting down on the increasing time spent on office-based tasks. Also, being a small family business meant the software had to be affordable.

Rushmere was keen to move away from a solely paper-based system: handwriting invoices and delivery notes, repetitively typing availability lists and inputting barcodes and prices daily were taking

increasing amounts of time as customer demands and expectations had increased over the years. As Helen Ramsbotham for Rushmere explains: *"We supply bedding and pot plants to high quality garden centres in the region. High levels of service and responsive delivery are key factors in our success. It was clear that we had to reduce our three or four step process to one point of data entry."*

*"Historically, key information has been held in the heads of a few within the business, which made it difficult at times for staff to give customers the information they required,"* Helen Ramsbotham explains. *"We felt a good system should provide 'visibility' for staff to be able to deal with customers on such things as pricing, historical sales and availability."*

In November 2008 after evaluating systems Rushmere Nurseries chose Passfield. Implementation took place in September 2009 and through the autumn Rushmere and the Passfield team worked together to ensure the system was set up to meet the demands of the spring season.

In March 2010 Helen Ramsbotham reported *"We are now really seeing the results. Orders are put on quickly and from here we simply print off picking lists, labels, delivery notes and invoices. The system saves us valuable time and I'm particularly pleased to see the positive way in which everyone here has embraced it."*

## Manage stock on the go with Passfield's new handheld capability

Passfield's new handheld software, which is Windows Mobile compatible, provides a flexible tool to carry out Stock control directly onsite. Batch barcodes can be scanned allowing the user to immediately view and edit existing Ready dates, mark the batch as 'Looking Good' and change user-defined Descriptors such as 'In flower'.

A full Batch event history can also be viewed and standard events added; examples might be 'Spray Fungicide' or 'Pinch'. Sales data can be read to enable Managers to view Ordered, Delivered and Invoiced transactions for any chosen batch. Remaining quantities and ready/not ready amounts can be adjusted. Detailed wastage and area moves can also be carried out.



## Passfield wins international bid to supply the Garden Centre Group

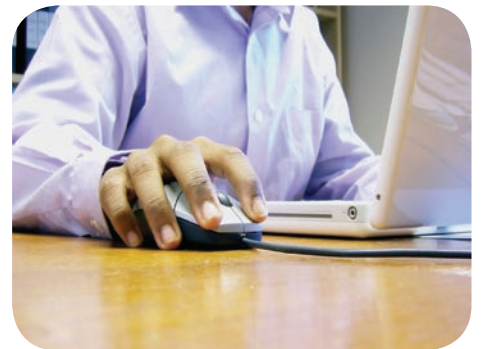
The Garden Centre Group (formerly known as Wyevale Garden Centres) is the largest garden centre chain in the UK. Over the last decade, several highly respected independent garden centres have joined The Group, including nursery operations such as Bridgemere Nursery & Garden World in Cheshire.

In July 2009, as part of a plan to increase production by The Group's nurseries, a search for an appropriate nursery software package was conducted. The Group wanted to supply more locally grown quality plants to its 120 centres, and recognised that to achieve this, they needed to standardise nursery practice and reporting, speed up order processing, sales and margin analysis, and implement automatic updating of The Group's evolving stock inventory.

In September, following a worldwide software search, The Group commissioned Passfield as their chosen supplier. *"The Passfield system ticked the boxes in terms of functionality and promised a good back up service."* Sophie Vyse, IT Project Manager at The Garden Centre Group recalls. *"Their excellent client referrals and majority share of the UK market won them the contract."*

Preparation for implementation across the first four nursery sites began swiftly. Sophie's team's objectives were clear: *"For the project to run smoothly, we needed to agree a company standard configuration for Passfield and an implementation process suitable for all sites. Initially we held weekly conference*

*calls with the Passfield team, to check on preparation progress and ensure all our company needs were met. Once complete the 'roll out' to the first four sites went exceptionally well."*



The first site to install Passfield was Woodlands Nursery & Garden Centre in Leicestershire. Jamie Downes, Nursery Manager at the garden centre oversaw its implementation and has since successfully guided the implementation at all other sites. He comments: *"We run Passfield over Citrix. Databases are securely held at Head Office - this gives us a high level of control and flexible access. On a daily basis we directly load sales orders generated by the centres - no 'keying in' takes place. Our product listing is also automatically updated daily so the nurseries never need to create new products on Passfield. All processing is then carried out easily which includes printing all our labelling needs. We are also now successfully using Passfield's Production Control which means all our batches are scheduled to meet the centre's projected sales windows and by the end of 2010 we will be planning and costing our raw material usage."*





# Passfield launches Scrappage Scheme, saving new customers £1200

Passfield has launched an initiative which allows owners of 'legacy' Horticultural Management systems to trade in their old system and get £1200 off the initial cost of Passfield.

To qualify you must be able to trade in an existing Horticultural dedicated Sales and Stock Control software system. Offer ends 31st January 2011. Please enquire for eligibility.

## Passfield goes West with US nursery Plantel

Passfield Data Systems began spreading its wings worldwide early in 2009 when Plantel Nurseries, Inc. in California went 'live' with Passfield's software suite.

Plantel grows quality vegetable transplants and is highly regarded in the US fresh produce market.

In summer 2008 Plantel began its commitment to use Passfield and for the following six months the Passfield team worked carefully with Plantel's management to configure the system to meet their market needs. Plantel is now successfully using the system to quickly enter orders to agreed client specifications and defined delivery dates. This in turn creates client batches with sowing dates calculated to meet these delivery dates. Easy monitoring and processing of batch events allows Plantel to precisely match client needs and deliveries are scheduled to meet the clients transplanting team timetable.



While it was clear Passfield provided all the functionality they needed, another major consideration for Plantel was the software support Passfield provided. As Mike Leedom, Plantel's Operations Manager explains: *"There is an 8 hour time difference between businesses, but in many ways it has a lot of advantages. We talk to Passfield in UK evening time and support emails we send in the afternoon are dealt with by the time we arrive at our desks next morning."*

Plantel's commitment to state-of-the-art technology and growing techniques is well recognised; this has driven them to produce over 10 billion plants since their inception in 1987.

## Passfield welcomes its newest team member

*In September, Passfield was delighted to announce the appointment of Russell Rose as Development Manager. This role will focus on managing the ongoing development of the Passfield software suite and actively launching new processes to increase efficiency. Russell brings an extensive knowledge of a wide range of database technologies and was formally a Senior Developer at Credit Suisse and JP Morgan investment banks.*



## Passfield takes care of Allensmore's 'vast operational needs'

Prior to September 2009 Allensmore Nurseries had been running their operation with a mid-market modular Accounts package. This system was providing good data analysis but sales processing was time consuming and inflexible. Allensmore's Managing Director Mark Taylor explains: *"The Stock control function couldn't deal with the complexities of growing crops and getting orders onto the system was laborious. We'd also created a number of workarounds to make Allensmore fit the system. I had a chat with another grower in the trade and he suggested we look at Passfield. When I saw Passfield's order input and reserve*

*management function I immediately saw time savings."*

Based near Hereford, Allensmore is well known in the trade, primarily as a bedding plant grower, though in the last 20 years the organisation has evolved into a diverse business. *"We supply a diverse range of customers from small retail outlets to large retail chains,"* explains Allensmore's IT manager David Powell. *"We grow and trade a very wide range of stock which includes lines like Pot Bedding, Planted Arrangements and Specimen Italian stock. This is all supplied to the market mostly through our own fleet of lorries which we*

*also use for third party transport. All in all our operational needs are vast, so we need to monitor all processes closely. After a series of meetings with the Passfield team we could see our needs could be met."*

The Passfield software suite was successfully implemented in autumn 2009 and six months down the line Mark Taylor added *"We received excellent support from the Passfield team to implement and make this system work for us and after running several different systems over the years I see this as the right fit for the long term."*

## New system features

### Availability list- Increased flexibility and specific routing.

Users can now create a multitude of variable designed availability and 'looking good' lists. Each list can refer to different sources of data held in Passfield and each can have a different layout too. Once created, precise designs can be linked to specific clients and these can be sent by their preferred method. For example:

*Mr A. Landscaper will be sent the 'amenity list' which shows your Landscape group wholesale price, all user defined stock descriptors such size, form and flower colour. As requested he will receive this by fax from Passfield via Microsoft Fax.*

*Mr G.C. buyer will be sent the 'multiple garden centre list' which shows his agreed inventory of products, negotiated wholesale price, specific retail price and barcodes. As requested he will receive this as an email attachment in PDF format from Passfield via Microsoft Outlook.*

Once availability lists have been defined in the client account record it is simply a case of selecting required clients in list view and clicking 'print availability list'. Passfield will then run through each client account, selecting the required design and sending via email, fax or to print as defined.

### Catalogue and Product list feature

Users can now create a varied list of sales catalogues. Each catalogue may contain any chosen stock items i.e. Plants, Seed, or General Sundry stock. A sorting order can be defined or stock items can be grouped by certain criteria such as user-defined Stock descriptors. Defined pricing and plant images can be linked to the chosen lines along with standard plant text or catalogue specific text. Catalogues can be designed and printed via Passfield's reporting system.

Sales orders generated by Catalogues can be easily entered into Passfield via the Sales Stock Picker. A precise catalogue can be chosen from a selection list which will present the stock in the same order as defined in the catalogue allowing quick entry of ordered quantities.

### Account cost centres and department settings

Passfield now contains huge flexibility in General Ledger analysis. GL codes for sales and purchasing can be broken down into a combination of account code, cost centre and department. Each of these can be looked up from the product, storage depot, client (or supplier) or can simply be a manual entry on the transaction. These GL codes dovetail with mid market account package requirements.



## Dates for your Diary

### Four Oaks Trade Show

Following another successful show in 2009 Passfield will be once again exhibiting at the UK's premiere growers show held at Four Oaks Nurseries near Macclesfield, Cheshire on 7th & 8th September 2010.

Please join us on stand E44 and discover how Passfield could benefit your business.

More information on the show can be found at [www.fouroaks-tradeshow.com](http://www.fouroaks-tradeshow.com)

### Southern Growers Exhibition

Please join us on 10th November 2010 at SGE, held at Roundstone Nurseries near Chichester, West Sussex.

More information on the show can be found at [www.southerngrowers.net](http://www.southerngrowers.net)



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