

P PASSFIELD

The world's most comprehensive and flexible nursery management system

Going from strength to strength

After a couple of challenging years for the industry, it seems 2014 will be known as the year business started picking up again.



We're delighted to hear that so many of our customers have had a strong year so far – and this is perhaps reflected in the increasing number of new enquiries we are handling every week. Our recent visit to Four Oaks only confirmed that business is picking up – see the article overleaf for our report on this exciting event.

This year has been busy for us too: we welcomed new clients including the Forestry Commission, and Tim Jordan joined the Passfield team as our new Developer. We also continued – as ever – to refine and improve on the Passfield system. One exciting development was being able to offer a complete 'one-stop shop' web commerce facility – a real-time online ordering system that fully integrates with Passfield. It was developed in partnership with Creative Online Media, and our first customer to adopt it was McGrane's.

It's something that's on offer to all our clients – so if you're interested and would like to find out more, give us a call today.

Regards,

Caroline Wijetunge
Editor

A glowing testimonial from Ellenby Tree Farm

We were delighted to receive this feedback from Passfield user and renowned tree specialist Ellenby Tree Farm. Based in Perth, Australia, Ellenby Tree Farm is the largest tree farm in Western Australia, producing over 600 different varieties on 90 acres. What started as a hobby by founders David and Susan Woodruffe, is now a pioneering family business. David and Susan's son Craig Woodruffe is General Manager and had this to say about Passfield:

"Ellenby Tree Farm was drawn to Passfield because of its adaptability. We have used a different system for approximately six years which had been adequate to start with, but as our business grew we outgrew that system.



"We are a unique version of the nursery business as we don't operate the same way as a conventional nursery does and we were appreciative to find a system that could adapt to this uniqueness. We are a retail and wholesale business spread over three properties and we sell trees in various sizes from 25L bags through to mature, inground stock. Any time we have needed to adjust the way we do things with Passfield, it's just a quick call or email and by the next working day we have a resolution.

"We have now been using Passfield for nearly twelve months and found it very user friendly. The support we have received from Passfield (whether it has been for answering questions, modifying document layouts, fixing mistakes we have made or setting up reports) has been excellent."

To find out more about Ellenby Tree Farm, visit www.ellenbytreefarm.com.

A great new addition to the Passfield team

We'd like to introduce our most recent addition to the team, Developer Tim Jordan.

Originally from Devon, Tim's background is as a computer software designer and developer, predominately within the insurance sector. He spent six years working in the City within the Lloyds' marketplace on large insurance-based computer systems as well as management information systems.

His subsequent experience ranges from working on an arable payments system for government and other projects within both the logistics and finance sectors, as well as motorsports – he's even been involved with running a national karting championship!

Tim joined Passfield in January and he's been working with our clients, providing support, resolving issues and developing and improving Passfield. His knowledge, experience and adaptability make him a fantastic asset and we're delighted to have him as part of our team.

An "upbeat" mood at Four Oaks 2014

Passfield team members Tim Lamb and Tim Jordan returned from a successful Four Oaks show just last week and came back with an interesting – and positive – perspective on the health of the industry.

"The general mood of the industry is very upbeat," said Tim Lamb, General Manager. "The economy is now on the right track and a more favourable weather pattern has led to reports that year on year sales are up.

"Despite this, input costs continue to rise, so margins remain static at best. So efficiency savings are high on the agenda, and from this office/operational workflow appears to be a top priority. Nursery management now has higher appreciation of software technology and the cost savings it can bring."

Tim Jordan, Developer at Passfield added, "Visitors to the Passfield stand had very clear intentions. As new Windows operating systems are released it appears that many Nursery Managers are planning to invest in new computer hardware; this often prompts a reevaluation of their whole IT infrastructure."

"It was also great to meet some of our existing clients and to discuss how Passfield is helping their businesses."

If you weren't able to make it to Four Oaks – or to our stand but would like to find out more, we're always available to offer a free demonstration of the system.

Contact Tim Lamb on 01404 514400 for more information.

Barnsfold Nurseries goes "from installation to live in under 10 days"

In July we were delighted to be given the go ahead to supply the Passfield system to Barnsfold Nurseries in West Sussex.

Barnsfold had been using a bespoke system for several years and had come to the realisation that too many operations were repetitive and its functionality did not match the needs of their customers; a move to a more flexible and efficient system was now essential.

Passfield was installed on a Tuesday in mid-August and onsite training was provided to business managers Ollie Turner and Jonny Brown. Ollie Turner reports, "after the first day's training we had a pretty good understanding of the system, so we were clear on what was needed to be done to get the system live.

"The following seven days saw us create stock records, carry out some practice runs and with Passfield's help we tweaked the system to match our need. By the Tuesday of the following week we went live".

Adopting a new nursery management system doesn't have to be a slow, painful process. The right system and the right training make all the difference - and as Barnsfold's experience makes apparent, adopting Passfield and going live really can take less than ten days.



To find out more about Passfield or to arrange a demonstration, call us on **01404 514400** or email **sales@passfield.com**.

