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Company History »

ORA were established in 1989, to supply mobile phone accessories via specialist retailers and distributors, to UK and European consumers.

ORA has developed and expanded over the years, evolving a unique knowledge and expertise in providing accessories to the marketplace. ORA now provide a wide range of services to the industry as well as the high quality and extensive range of mobile phone accessories it is renowned for. ORA's administration centre is based in Aylesbury, Buckinghamshire, along with their logistics and distribution facility..

The Challenge »

- ▲ To improve delivery performance and avoid having to 'second guess' customer orders by building kits unnecessarily.
- ▼ To be able to process (pick and dispatch) orders as quickly as possible.
- ▲ To process credit card payments and to be able to handle tele-sales as well web orders.
- ▲ To replace the existing manual (paper) warehouse system with a fully integrated radiofrequency system.
- ▼ To interface seamlessly with ORA's accounting system (SAGE Line 100).
- ▼ To significantly reduce on-going support costs.

The Solution »

- ▼ During initial meetings with ORA CEO Peter Oliver, the plan was simply to interface Red Ledge's SPRINT radio frequency warehouse management system with ORA's existing Sales Order Processing and Accounting System (Exchequer). After further talks, it became clear that in order to future proof the whole system and keep costs to a minimum it would make sense to use SPRINT to take over the role of the sales and purchase order processing system and buy an off-the-shelf accountancy package. SAGE line 100 was chosen as the accountancy package and SPRINT was chosen as order processing and warehouse management tool.
- ▲ Datalogic Viper hand -held RF scanners and CISCO signal access points (radio receivers which pick up transmissions from the scanners and pass data on to the database) were chosen for the warehouse facilities.
- ▼ The hand-held terminal is simple to use so that warehouse operatives can be quickly trained. Indeed on the first day of use, we simply gave the scanners to the pickers and said 'go and pick' – they did so (correctly) without any training what-so-ever. Result!
- ▼ Goods receiving, put away, picking, dispatch, label printing, replenishment and stock taking functions are all available on the scanners.
- ▲ Orders are received via the web, email or telephone. Stock is allocated automatically by SPRINT and picking begins instantaneously. SPRINT reads web and email orders every 15 seconds and all orders are typically dispatched within 30 minutes. SPRINT produces dispatch notes and invoices upon dispatch. If the order is a credit card order then SPRINT takes payment at dispatch too. SPRINT also emails the customer to let them know their order is on the way – it even gives them a CityLink tracking code so that they can track their order right to their door!
- ▼ SPRINT automatically sends all account header information (customers and suppliers) to SAGE as well as purchase order, sales invoice, sales return and goods received information. In this way SAGE is used purely as an accountancy package (again keeping costs down).