

Keeler Places UKP 140k MAX ERP Contract - Will provide 16 month ROI

Submitted by: Media Link (Berkshire)

Tuesday, 14 September 1999

Windsor-based Keeler Limited, a world leader in the design and manufacture of optometric and ophthalmic instruments, has today announced an integrated £140k Enterprise Resource Planning (ERP) software contract with MAX International of Bristol, which will pay for itself in less than 16 months.

According to Keeler's Finance Director, Barry Wilson, "The most significant business benefit we expect is that running costs associated with software support, maintenance and licences will be reduced by £109k per year over the existing MANMAN system."

He added that the new software will also provide "tighter stock control, with more comprehensive management information; manage a rather complex purchasing process in a more user friendly manner; as well as contribute to better customer service, with more information available much more quickly to customer-facing staff."

The MAX SCO software will run on an Informix database with Compaq 450 Dual processor hardware supporting 25 users.

Keeler chose MAX ahead of other systems considered, based on value for money, product flexibility and functionality, Wilson said.

MAX International develops and supports MAX, a fully functional MRPII and ERP Client-Server system. MAX International is owned by ICL, the IT services company, which is owned by Fujitsu. MAX has over 400 customers worldwide. It is available in 12 languages and supported in over 20 countries. MAX sales and the profitability of MAX International has grown steadily year on year. Key to this growth has been the success of MAX in Europe.

MAX is an integrated World Class package of business systems, designed for use by companies in the manufacturing and distribution sectors. MAX is available under UNIX or Windows NT and is developed utilising industry leading RDBMS's Informix, Oracle and SQL Server. MAX operates on a wide choice of hardware including Compaq, Fujitsu, HP and IBM.

MAX is developed at the MAX International head office in Bristol. Wide UK coverage is provided with additional regional offices in Glasgow, Manchester and Reading offering local support and sales facilities. Overseas, MAX International operates via a network of

authorised distributors.

ICL is a global IT services company. It designs, builds and operates information systems and services for customers in the retail, finance, government, telecoms, utilities and travel markets. The company has operations in over 40 countries and employs over 22,500 people.

Transformed from a manufacturer of computers, today ICL improves business performance and competitiveness through services focused on electronic business, enterprise applications and the implementation and outsourcing of IT infrastructure.

For the 12 months to 31 March 1999 the company's revenues were £2.735 billion which generated a profit before tax and exceptional charges of £64.5 million. Headquartered in London, ICL is a wholly owned subsidiary of Fujitsu and plans to float on the London Stock Exchange in 2000.

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To receive all MAX press information by email, add yourself to the MAX mailing list.

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