



## Topaz Helps ADM Provide 'Sector First' Online Ordering

Topaz has provided ADM Milling, the UK's largest independent flour miller, with a 'sector-first' 24-hour online ordering system. The breakthrough Web-based service 4flour.co.uk developed by Topaz, ADM Milling's IT solutions supplier of many years standing, is helping ease the working lives of ADM Milling's customer base.

Instead of having to place orders during normal office hours – sometimes an inconvenience to the trade – customers can now literally order any time they want, day or night. At the same time, they can also access the ADM database to source live data about their accounts.

So successful has 4flour.co.uk proved, that its original target of getting 200 customers online in the first six months has been far exceeded, with 400 signing up in just three months.

The company has been delighted by the take-up of the service by its customers both large and small, and across all sectors of the food industry.

"It has far exceeded our expectations," says Allister Lovett, ADM's UK IT Manager. "Our customers are not necessarily experienced IT users. Topaz provided us with a system that enables quick and efficient access - our customers are never more than a few clicks away from their next order."

To develop 4.flour.co.uk, the Topaz team combined the company's breakthrough Web Portal technology with its e-Commerce expertise. The end result is that the online ordering system couldn't be easier, guiding users with –

- Prompts about previous orders
- Comprehensive product browsing
- Pricing in real time
- Confirmation of orders by email

At the same time, customers can view all their account details in a completely secure environment - up-to-the-minute invoices and payment transactions, weighbridge records, facsimile invoices, certificates of analysis and delivery notes.

4flour.co.uk also delivers information on product specifications and recipes, as well as wheat harvest updates, announcements and industry news. What 4flour.co.uk has delivered to customers of ADM Milling is simplified account administration and a considerably enhanced customer experience.

"The bottom line is that 4flour.co.uk has been a great success and continues to be one," says John Hastwell, the Marketing Manager of ADM Milling.

Topaz will be appearing at Softworld at the NEC Birmingham on October 17 and 18. To obtain information about Topaz products please call Laurie Chivers, Topaz Marketing Manager, on 01773 531551, or email [laurie.chivers@topaz.co.uk](mailto:laurie.chivers@topaz.co.uk)



## Notes to Editors:

### About Topaz

Topaz was founded by a group of like-minded business professionals and began life creating bespoke software solutions and supporting third party applications. At the core of Topaz business solutions are software applications that have been developed by its highly experienced team of software engineers. From inception to delivery, Topaz solutions are produced with the highest level of professionalism.

The company's many years of experience in software development to formal specifications produce both highly flexible packaged solutions and bespoke applications. Topaz's strict quality procedures ensure software is produced to high, exacting standards to a common template that has evolved over many years.

Topaz EMS is an integrated Payroll and HR solution with an optional Time and Attendance module, its inherent flexibility and ease of use. Lends itself to many different sectors of the market providing numerous time and cost saving benefits. Whilst being competitively priced the solution is regarded as one of the most comprehensive systems on the market today. The consultancy services Topaz provide ranges from complex business process re-engineering to production of Gap analysis reports and ultimately technical specifications.

Topaz Financials covers all aspects of a financial accounting solution including sales, purchase and nominal ledgers, cashbook and fixed assets and specialise in key areas like credit control, commitment and project accounting. Their growing user base acknowledge the quality of software developed by Topaz but also the essential services and on-going support. Users come from a range of business sectors and include: Education, Recruitment, Manufacturing, Professional Services and Distribution.

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Please note a digital image is available of the Topaz team outside their headquarters building.

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