
BRAMHOPE CUSTOMER CASE STUDY

CUSTOMER CASE STUDY BRAMHOPE SAFETY SOLUTIONS

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INDUSTRY

Bramhope Safety Solutions (Pty) Ltd is a specialist South Africa distributor of more than 50,000 CE certified and ANSI approved safety products. The company partners with customers such as large scale multinational mine operators, general manufacturing companies and small local businesses, to meet the requirement for safety equipment.

The company comprises six divisions and trades through a mix of re-sellers, partners and retail outlets. With operations in 18 African countries, Bramhope is the leading and fastest growing supplier of PPE (Personal Protective Equipment) across Africa. A dedicated team of professionals focuses on maximising client satisfaction. It is highly reputed in the industry and is recognised as the leader in e-commerce solutions.

The business effectively combines risk management expertise with supply chain expertise – from sourcing throughout the logistic loop, up to point-of-sale, enabling it to deliver an integrated and tailored solution to clients.

CHALLENGES

Bramhope Safety Solutions business model is based on work carried out as part of an MBA program at Henley Management College. Founder and CEO Isak Marais studied the effect of e-commerce on transaction costs in the supply chain. A primary challenge of putting the theory into practice in a commercial environment was the need to identify an ERP (Enterprise Resource Planning) system capable of delivering the vision for the business.

“Specifically the system needed to be able to identify and manage the requirements of each customer. This went beyond the conventional approach of viewing a company as the customer. It needed to be able look at the PPE requirement of each individual worker or operative and treat them as a customer,” says Isak Marais.

He continues: “There were quite a lot of things that needed to be brought together. The ideal system would have to operate over a wide geographical distribution to meet our plans for South Africa and beyond. It needed to enable management of an international supply chain business for 50,000 products to hundreds of companies employing thousands of individuals. There was also the need to integrate e-commerce and be able to treat customer companies appropriately according to their role as re-sellers, partners or retail outlets.”

“Initially Bramhope was a product driven distribution company and over time the strategy was to become to a solutions focused business. But 2008 saw the global economic recession hit and the market shifted. This brought a secondary challenge to accelerate our change towards a solution focused business model,” Isak Marais says.

THE RESULTS

Cloud-based infrastructure was an essential enabler of the vision for the business. In 2006 the company looked for a solution that offered the scalability and flexibility this vision required.

“When I was first shown NetSuite it was apparent that it was the only cloud-based ERP system with the potential of delivering the vision for the business. Over the last 6 years BlueBridge One has refined our NetSuite deployment to fully enable this,” says Isak Marais.

He continues: “Our business is quite complex and NetSuite ERP and e-commerce possesses the functional flexibility we need to successfully manage the business. The cloud-based infrastructure provides the geographical flexibility to scale quickly by adding new operational centres such as warehouses or employees, partners, re-sellers and retail outlets.”

Initially BlueBridge One handled all customisation, maintenance and management of the system. Since then an appropriate HR strategy, training and knowledge transfer has seen the internal team take on some of the workload. Even in today’s globalised world, cultural differences between software vendors and customers can be barriers to deployment.

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SOLUTION

Bramhope Safety Solutions is growing strongly and has almost trebled its team of full time staff in the last year. NetSuite is also deployed to manage the company's sister brands which specialise in anti-mosquito, road safety and leisure products.

Isak Marais says, "Bramhope currently services around 200 stores across South Africa and we are expanding the roll out programme of EDI (Electronic Data Interchange) with stores to send orders electronically. We maximise the business development opportunities enabled by NetSuite to partner with retail outlets, providing products and infrastructure."

Successful growth activities enabled by NetSuite and its cloud-based infrastructure include the sign up of national groups in South Africa. Bramhope Safety Solutions has also seen the development of business in Mozambique, Botswana and Zimbabwe as well as farther afield into the Democratic Republic of the Congo. Multi-language, multi-currency and multi-tax functionality enables the solution to cross borders with ease. The e-commerce part of the solution enables direct sales to partners and end-users.

"The team is able to manage inventory on behalf of partners and provide feedback on consumption. We track utilisation of PPE at country, company, divisional, sectional and user level. This enables the requirements of every customer to be managed. This can be controlled by Bramhope, or our partners can elect to manage PPE needs in-house."

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NetSuite exception reporting enables trends and outliers to be identified. Every individual can be treated as a customer and performance displayed on a dashboard. “As an example, an exception report may show a welder in Cape Town uses fewer gloves than a welder in London. This might be a trend or an anomaly; whatever the reasons, every process step of the chain of supply and demand, including budgeting, is managed. This enables us to ensure no welder runs out or is over-supplied with gloves. This reduces cost and risk while increasing efficiency,” Isak Marais says.

ABOUT BLUEBRIDGE ONE

WHY WORK WITH A NETSUITE PARTNER?

There are some key benefits when you align your business with BlueBridge One. Since 2003 we have specialised in partnering with customers to implement NetSuite ERP solutions in the UK and South Africa. We are one of only three NetSuite partners in the EMEA region that maintain an annual 5 Star NetSuite Partner status. What that means for our customers is that we deliver on our promises. As a team we are really proud of our awards, but in terms of the value to our customers when working with us, here's what you can expect.

COST

When you buy NetSuite from BlueBridge One, your license cost, discounts and terms are the same as if you purchased NetSuite directly. Purchasing NetSuite with BlueBridge one provides customers with piece of mind that the most cost effective deal is secured, and is one which is best suited to your business model.

FREE SUPPORT

BlueBridge One are the only UK NetSuite Partner to offer FREE support to all customers. This is normally a chargeable managed service. But with us, it's free. No catch.

EXPERIENCE

As a BlueBridge One customer, you really have the best of both worlds. The full power of NetSuite, with real time data to help you scale faster and smarter, blended with advisory account management, consulting representation, award winning support and certified and experienced NetSuite developers, all in-house to help you grow your business.

KNOWLEDGE

Our expertise lies in our people and our team of developers and consultants who annually gain certifications from NetSuite which help maintain our 5 Star Partner status.

Because our team are cross-trained experts for ERP, CRM, and SuiteCommerce and part of integrated teams, it means customers have fast go live dates and reduced costs due to the shortened cycles.

CUSTOMISATION

Every customer is different, and they need different views and customised reports to suit their individual business models. Our team includes a diverse group of developers and consultants with backgrounds in many different industries. As a result we bring real problem solving capabilities to the table when looking to achieving your goals on the NetSuite platform. We make sure that NetSuite suits you and not the other way around.

Our range of SuiteApps help solve additional common challenges for our customers. By tapping into these additional tools, our customers find their business workflows are seamless, they see an increase in NetSuite user productivity, and can therefore focus on scaling faster and growing smarter.



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