



OSSM CLOUD SOLUTIONS BOOSTS WALSH GRAPHICS' REVENUES BY 15%

OSSM Cloud Solutions, the cloud ERP software provider, has announced that it has implemented an Oracle NetSuite ERP solution for Walsh Graphics. The deal, valued at €85,000, will simplify Walsh Graphics' sales, stock, accounts, and e-commerce processes, enabling the company to realise its future growth plan and boosting revenues by 15% in the first year.

Located in Little Island, Cork, and with showrooms in Dublin, Walsh Graphics is the leading supplier of digital and signage materials in Ireland. Having been in business for 25 years, the family-run company has evolved from a start-up based in the family's garage to a €5 million company.

Walsh Graphics plans to grow the business by 20% year on year over the coming 3 years. However, the organisation's outdated and cumbersome sales, stock, and accounts systems were negatively impacting staff productivity and efficiency levels.

For example, the sales teams' lack of visibility of sales history and stock information created a significant volume of unnecessary and time-consuming phone and email communications with the office-based administration staff. With the opening of Walsh Graphic's Dublin office, the requirement for a system that serves two locations and enables a growing sales team to work remotely became vital.

OSSM Cloud Solutions was selected to implement the Oracle NetSuite ERP solution which integrates all sales orders, stock management and accounts data into one cloud-based system. The new solution provides both the office-based administration and the remote sales teams with real-time sales and stock information.

Since the solution was implemented, the time the sales team spends on administration and liaising with the office-based team has been reduced by 50%. As a result of the streamlined sales process and freedom of the office-based team to focus on growing the business, there has been a 15% increase in sales and Walsh Graphics forecasts a 7% increase in gross profit in the next financial quarter.

Michael Walsh, founder, and managing director said: *“OSSM Cloud’s solution is providing our sales team with real-time access to customer orders, stock levels and a platform to manage their pipeline, allowing them to be proactive instead of reactive. These capabilities are enabling us to focus on scaling the business and achieving our growth plans.*

“We are continuing to work with the OSSM Cloud team to mould the solution to our needs and to eke out further operating efficiencies. Our website is hugely important to our overall sales and the capability to include customer relationship management and marketing elements was a key factor in our decision to choose the NetSuite solution. It is reassuring for the whole team to know we have an easy-to-use system in place that can scale to our needs and futureproof our business.”

Ray Ryan, CEO, OSSM Cloud Solutions, said: *“Operating out of two separate locations and with a third of employees working remotely means that Walsh Graphics needed a centralised system to manage their business. A cloud platform that could digitally transform the business and also scale as the company grows was the obvious choice for them. We are delighted to see the results that they have already experienced in a short space of time and we’re excited about helping them leverage further capabilities of NetSuite ERP to achieve continued growth and success.”*