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## Labelon – flexibility and integration deliver competitive advantage

### The Client

Labelon have been providing labels to the retail fashion industry for over 25 years. With six global locations, including the head office, located in the South East of England, Labelon are able to produce labels quickly and efficiently for both retail and manufacturing clients in all the major areas of world-wide fashion production.

Their considerable technical expertise, supported by Labelonline web ordering and Navision back office systems, the entire order to production process is slick and effective.

Labelon's clients include, The Arcadia Group, Next, H&M, Monsoon, Debenhams, TU, River Island and Rubicon.

### The Challenge

"Labelon are based in the fast paced retail clothing industry and supply large retailers. This dictates that our business must be flexible and adaptable to our retailers needs. One of our strategies has been to attract and retain customers via our web ordering system, this has not only enabled us to attract business but also to provide a quicker and more efficient way of servicing our customers." said Ashley Cooper, Managing Director, Labelon UK.

Labelon had used Microsoft NAV for over 10 years and in order to continue to deliver the right level of service realised that they needed to integrate the back office use of NAV with their website to ensure they could deliver the best possible service and improve efficiency.

Labelon also had a need to create strong links with their retailers to ensure they could meet their operational needs and business could grow. "We therefore, realised that we needed a dynamic and flexible approach to our IT strategy to achieve this." said David Nichols, IT Manager, Labelon UK.

After integrating initial EDI and website projects Labelon realised that they were creating complex and inflexible systems to deal with the ever increasing demand on EDI and website capabilities. When they won business from another large retailer, they realised that even though the approach was correct, they needed greater flexibility to be able to adapt to the specific requirements of their retail partners.

"This approach would enable us to turn projects around quickly and efficiently and ensure Labelon are in a position to win more business. In order to achieve this we needed to develop closer relationships with our IT partners to fully utilise the opportunities growing in the group." added David.

# Case Study



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## The Solution

Adept Software has been working closely with Labelon for 10 years helping them with financial expertise and the implementation of numerous IT projects. During this time Adept and Labelon have developed a strong business relationship which is why Labelon turned to Adept to help them with their requirements for their web and EDI integration projects.

“Adept’s in depth understanding of our business and our requirements meant they were a natural choice to help us with this project. They were able to not only deliver an effective solution to our web and EDI integration projects but they were also involved in consulting on business practices and providing an alternative way of thinking. ” said Ashley Cooper

Adept were able to provide Labelon with

- A flexible and effective system to deal with the challenges faced.
- The ability to manage some very complex requirements that enable us to trade with key retail partners
- The expertise and support required to underpin our market leading product and distinguish us from our competitors

“It is comforting to be able to rely on them to deliver projects on time and with a clear understanding of our complexities and the unique nature of our business. They have been an enabler in our vision, rather than a hindrance to change and timescales. They work to our agenda rather than their own and because of this we see them as long term partners in our business.” added Ashley.

## The Outcome

Labelon are confident in the knowledge that they now have the systems and flexibility to enable them to attract new customers. They are currently working on online projects with new customers and plan to embark on a large group centralisation project supported by Adept.