

*Case Study*

# DATASOUND LABORATORIES

Workbooks enables PCB  
manufacturer to harness  
powerful business insights.



We had our most successful year ever by a factor of 30%  
but we weren't any busier as a result!

*Rory Dear*  
MANAGING DIRECTOR

## WHO IS *Data Sound Laboratories?*

Datasound Laboratories is a PCB designer, electronic products builder, and industrial touchscreen product distributor, established in 1991.

When Managing Director, Rory Dear, took over the business there were areas that required investment, IT systems being one such.

A key concern for Rory was the inability to see data. This was restricting how he could create and apply company policy.

Prior to this point everything had been done in Excel spreadsheets, which were proving cumbersome. Without the ability to have live data feeds from other systems into Excel, reports were almost instantly out of date.



# INSTANT ACCESS TO ALL THE DATA YOU COULD EVER DREAM OF

After researching available solutions, DSL decided to implement Workbooks.

Previously the leadership team had reluctantly come to terms with the fact that some data items were simply never going to be available. However, having implemented Workbooks, things are now very different.

The leadership team now has a full picture of the business, and every individual within it.

For example, it's now possible to identify information such as failure rates of any given product over the previous two years; importation costs that couldn't easily be determined before are now readily available; and the business can monitor and determine why opportunities do not convert.

Workbooks had the ideal combination of complexity with accessibility for a non-programmer.

*Rory Dear*  
MANAGING DIRECTOR, DSL

# TRANSPARENCY LEADS TO TRANSFORMATION

Having such transparency has led to significant business transformation. For instance, dispatch on time rates – which previously were a very difficult metric to gather – have risen to 99.9%.

Having identified that it was losing sales due to stock lead times, the business now carries more inventory. As a result, it's now converting opportunities that previously would have been lost.



# ACHIEVING SUCCESSFUL ADOPTION

What's been key to the successful adoption of the system has been to get everyone in the business involved from the outset. This ensured a sense of ownership as everyone helped to design the solution.

Not only that, but as the Workbooks product continues to evolve, greater business opportunities for the DSL team have arisen.

The introduction of 'Custom Entities' enabled DSL to use serial numbers as a core data point. This has brought significant business process efficiencies.

Including employee annual leave as a custom entity has also averted the costs of needing additional external software.

The flexibility of Workbooks means that for DSL it is on a journey of discovery – where ideas can be formed into reality.



The longer you delay, the more the inefficiency, the more you prevent business growth. I'm really glad we took the plunge when we did.

*Rory Dear*

MANAGING DIRECTOR, DSL

## ABOUT

### INDUSTRY

Hi-tech manufacturing

### NUMBER OF EMPLOYEES

11-50

### IMPLEMENTATION DATE

Aug 2018

### TECHNOLOGY

- Workbooks Business Pro
- Workbooks Web Insights
- Workbooks Mapping Module
- Spotler Marketing Automation

