

“It’s allowed us to do more business and process it more effectively.”

That was Peter Rowlands’ response when asked about the benefits of upgrading his business software to My.N.



Established in 1894, Rowlands is a family run business supplying fruit and vegetables in the Shropshire area. Throughout its history, the business has built its reputation on quality and reliability.

Business is booming and they have recently moved to a new purpose-built warehouse.

A flexible system that provides a tight fit for the business

The review of their IT systems was prompted by the need to replace their existing software and servers which had been in use for many years.

“We initially considered an upgrade from our previous software suppliers, but it looked just like the old software with coloured boxes, so we decided to look around. We looked at Sage, but our accountant wasn’t keen. With My.N, I liked its flexibility right away, and it looked very useable.”

This flexibility was an important factor in ensuring that My.N provided a tight fit for the business.

“Features of the fruit and veg. industry are managed easily in My.N.”

Peter continued, “For the software to really work for us, it was important that it supported our industries’ requirements. For example, we could have 3 different customers wanting to order the same product in three different units. In reality, it is the same product coming from our stock and we need to make sure that we deliver it and charge for it correctly, regardless of the unit of measure the customer placed the order in. This is something My.N handles with ease for us.”

“Margins have increased by 2 to 3% since implementing My.N, and this figure is continuing to grow the more we use the system.”



Key Achievements

- Split cases, catch weights and units of measure are handled automatically.
- Stock is now tracked and managed effectively and with confidence.
- Picking and packing notes produced with ease.
- Order processing in a single system greatly reduces time and errors.
- Rowlands order the right stock at the right time with My.N.

Fast Order Processing

The move to My.N has completely changed the way the business operates. Orders are now entered directly onto the system, as opposed to being hand written, and the list for what to order is now produced automatically by the system.

“Errors have been dramatically reduced.”

“We were concerned that entering orders directly onto the system would slow us down, and customers would get impatient. What’s actually happened is that now we are up to speed, it’s about the same speed as before - if not quicker, and we get clear, accurate picking sheets. We’re no longer guessing whether somebody has written an ‘S’ or a ‘5’, everything is clear and this has further reduced errors.”

Tracking Stock

However, probably the most significant change for Rowlands was the implementation of stock tracking.

“We’d never tracked stock before, but now we are, it benefits the business 200%.”

“Buying lists are now produced at the touch of a button.”

The result of stock tracking is that the system is able to produce buying lists for fruit, veg., meat, fish, dairy and bread on a daily basis, at the touch of a button. Another area where there is improvement is in special orders. “There used to be occasions when buying to order was a bit of a gamble. Now, we very rarely get a problem.”

The result of all this is that Rowlands have reduced their waste and increased their margins by 2–3%, and this is continuing to grow the more they use My.N.

No-One Likes Change

Peter was not without reservations before installing My.N, “I think it is fair to say that we had done things the same way for so long that we couldn’t envisage any other way to run the business.”

“We are seeing significant benefits throughout the business.”

There were some changes that had to be made to the software and areas that we had to address internally before we felt the system would suit the way Rowlands, and the fruit and vegetable industry worked. But now that this has been done we are seeing the benefits throughout the business.”



“Split-cases, catch weights, orders taken in different units of measure are now easily handled.”

