



Migration Record : **Topspec Equine**

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TopSpec *CREATED WITHOUT COMPROMISE*
by experienced equine nutritionists

Overview

Topspec are a specialist provider of animal feeds, based in the Thirsk area. They operate from a single site location which also doubles as a farm where they formulate new products and operate test procedures. Their customer base was initially regular end users but they are now trading more with distributors and internet shopping.

Marketing

This lead was generated by VMS when they attended one of our bi-monthly seminars held in their local area.

Pre-Sales

Following on from the seminar and a site meeting, VMS discovered they were struggling with the limitations caused by the Line 50 stock module and their need for an integrated CRM solution. The client initially purchased a 4 user Sage 200 Commercial and recently have upgraded their CRM to 7 users.

Implementation

The implementation took place over a 2 month period with Viking providing 7 days of project consultancy/implementation/training.

Post go-live

The implementation has gone particularly well for Topspec and it has enabled them to expand their customer base and product range. The client initially purchased a 4 user Sage 200 Commercial and recently have upgraded their CRM to 7 users. We have also provided them with a Commidea solution for their website. We have a meeting booked with them on the 9th of Feb to discuss an upgrade to the latest version of Sage 200 and replacing Commidea with Sage Pay.

