

# Run your business with Cedar Bay



Outcome focused. Sustainable Partnerships. Mutual Success.



“ Cedar Bay has been a great partner for Heaven Hill Brands, their technologies and solutions have kept us moving forward during a boom for our industry. ”

Kevin Andrew, Master Data Inventory Manager at Heaven Hill Brands

## Outcomes First, Technology Later.

Here at Cedar Bay we often see shared qualities amongst the customers that we partner with. Businesses who have a deep and broad set of functional requirements, who wish to have a close working relationship with their partner, and aspire to be known for excellence in their field select Cedar Bay as their partner of choice as we have the knowledge and experience to help them excel. Do you want to gain maximum benefits from your digital transformation project and leapfrog your competition? We can help you achieve exactly that.

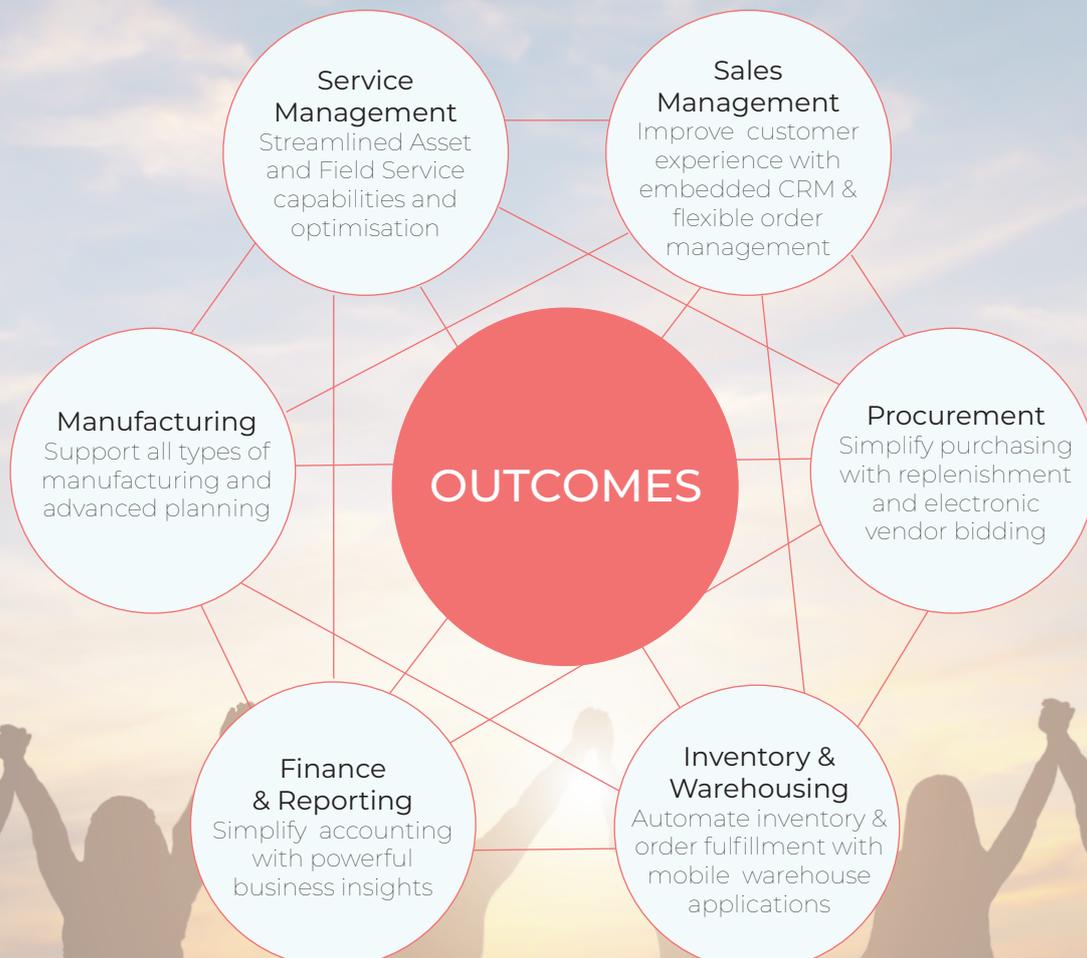
Providing solutions from Acumatica and IFS, both Gartner recognised leading platforms, Cedar Bay is your business partner of choice for now and your future journey.

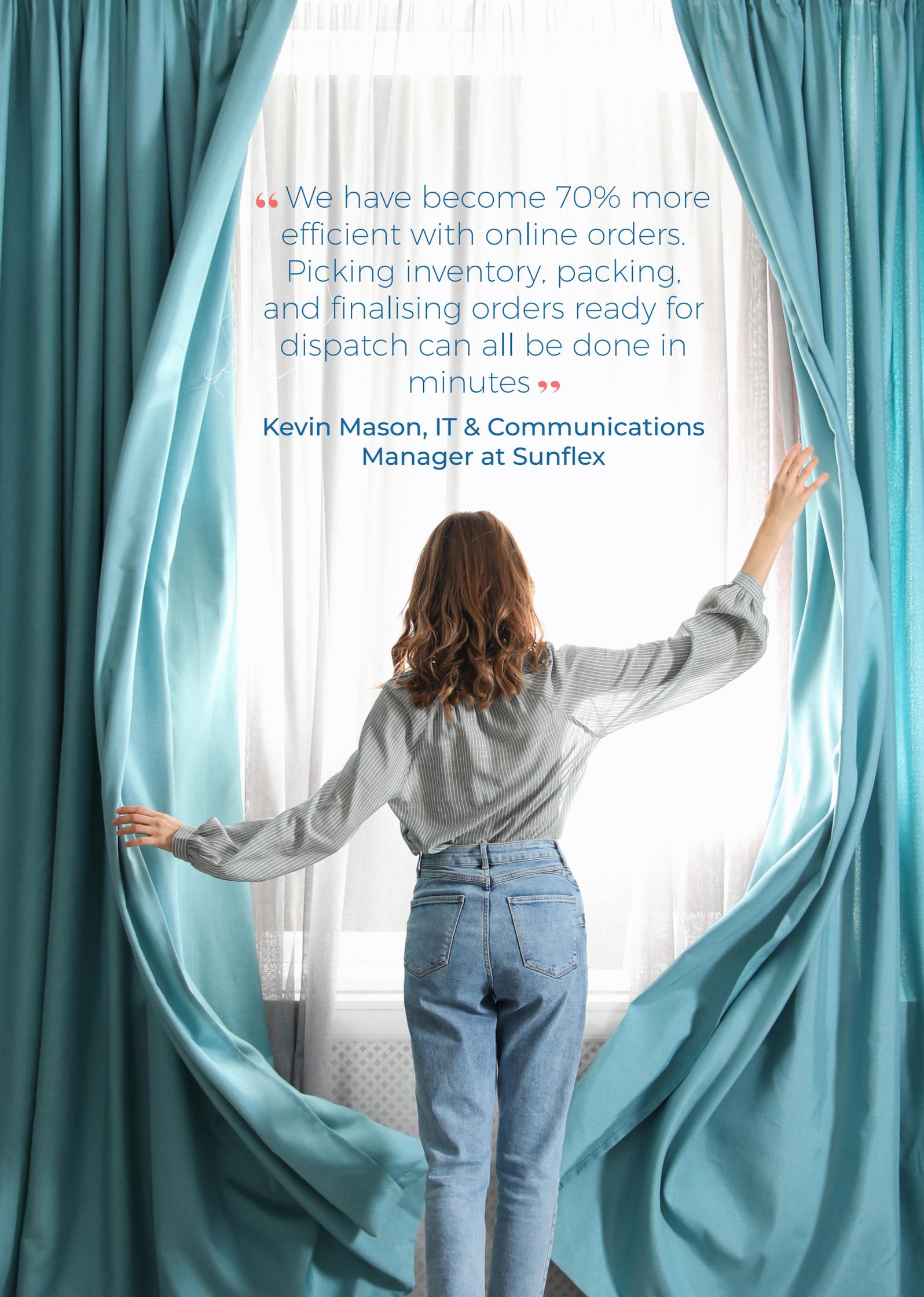
We believe that outcomes are everything. Technology is important, but how do you know what is best suited to delivering the ongoing, evolving objectives of your business? By focusing on the results you can fine tune your requirements and mitigate the realities of introducing change.

Achieving your goals goes beyond simply implementing software. It's about continually improving the things that make your company successful and providing a platform for continued growth, higher profits and sustainable costs.

### We can help you:

- Improve visibility of information
- Improve production utilisation
- Visibility of your assets, wherever they are
- Field Service Optimisation
- Right first time - everytime
- Get to know your inventory
- Grow profits through process automation
- Increase customer satisfaction with better planning
- Automate order fulfillment
- Simplify your order management.





“ We have become 70% more efficient with online orders. Picking inventory, packing, and finalising orders ready for dispatch can all be done in minutes ”

**Kevin Mason, IT & Communications Manager at Sunflex**

# MUTUAL SUCCESS

## Good business for all

A real partnership shares both the risks and the rewards. At Cedar Bay we've developed a model of partnership where, on the basis of agreement on outcomes, both parties reap the benefits of achievement. Not just for the duration of a "project" but on an ongoing basis.

Large upfront investment in software and infrastructure are replaced with a yearly subscription. This subscription is a combination of platform and managed services, designed to achieve the outcomes your business requires today, and configurable to meet the changes demanded by the future.

This tightly aligns our ambitions for growth with your success. Only a long-term relationship delivers value and we can only expect that from our customers if we consistently help them to achieve their goals.

Our clients get the full accrued knowledge of Cedar Bay and the many successful implementations our professionals have delivered, focused on helping your business to thrive. Coupled with our constant monitoring of industry trends and early warning of market challenges on the horizon, it's a partnership that grows in value over time.



- |                    |                       |                    |                        |             |
|--------------------|-----------------------|--------------------|------------------------|-------------|
| Account Management | Technical Consultancy | Strategic Planning | Integration            | IT Roadmaps |
| Development        | Process Redesign      | Data Capture       | Functional Consultancy | Support     |

“ Our philosophy is to help customers grow profitably without losing any of the DNA that makes them competitive in the market.”

Roger Teagle, CEO & Founder of Cedar Bay



## SUSTAINABLE PARTNERSHIP

### Partner for Life

Business change is an ongoing process. Futureproofing your business management platform is a significant and potentially daunting milestone. However, it's not the destination, only a steppingstone on the journey of continuous improvement, albeit a significant one.

Is it really a partnership if you're only engaged for the initial implementation and subsequent support of a technology platform?

As with any real partnership both parties have to be focused on the same objectives, goals and a shared understanding of the important outcomes.

Uniquely, our CEO and Founder, Roger Teagle, is also an active Board Member of an international equipment manufacturer. As a result, the core values of Cedar Bay reflect insight from both sides of a partnership.

Underpinning our approach to partnership is the quality of the Cedar Bay team. We recruit experts from industry to ensure that a deep understanding of technology is balanced by real-world experience of applying it to deliver the desired outcomes.

“ The Cedar Bay project  
has given us the  
opportunity to deliver  
real-time traceability for  
our customers ”

Jon Pembleton, Information Systems  
Engineer at Ulta Electronics PMES



# THE TEAM

## Our Leadership Team

Our leadership team is made up of dedicated, focused and experienced individuals, who combine their knowledge to help you shape your business.

With the Cedar Bay ethos focusing on the development of our people, the leadership team work hard to support all of our employees, whilst always striving to add value to your business.

The variety of experience amongst our leadership team gives Cedar Bay a well rounded view and knowledge base of both technology and industry. We utilise this experience to provide the very best solutions to our customers

Our mission is to support you through your digital transformation journey and beyond, with each of our departments helping you every step of the way.

We take pride in helping you succeed, from marketing providing you with the right resources, when and where you need them, through to our support team who are always on hand to help you find solutions to your challenges, right through to our technical team who make sure you're always getting the most out of your solution. Our focus is always on



**Roger Teagle**  
CEO & Founder of  
Cedar Bay

Investing in people & technology to bring business excellence to small/medium enterprises in the UK.



**Steve Fletcher**  
Director of  
Acumatica Practice

Combining ERP and AI experience to help define achievable outcomes for our customers.



**Steve Barr**  
Head of New  
Business

Supporting customers through their buying journey and helping them add value to their business.



**Guy Barnes**  
Development  
Manager

Delivering tightly coupled, supportable extensions to core products for specific needs.



**Mike Hawthorne**  
Technical Manager

Ensuring our Cedar Bay customers always stay current and compliant with their technology.



**Dean Burston**  
Customer Support

Managing unplanned issues with calm efficiency and robust processes.



**Ashling O'Connell**  
Marketing Manager

Helping the market grow in their understanding of ERP and Cedar Bay.



**Lucy Gillespie**  
Finance Manager

Experienced finance professional, reliably supporting our growing customer base.

# Contact us

 [www.cedar-bay.com](http://www.cedar-bay.com)

 [info@cedar-bay.com](mailto:info@cedar-bay.com)

 +44 (0)1242 304244



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