

Sage Case Study

Integrated Sage 50 Poised for the Future

The McMenamain Group is Ireland's pre-eminent crane manufacturers, structural engineers, and providers of metal fabrication and cladding solutions for the commercial and agricultural industries. Here, we see how this prestigious group is poised for economic recovery with the assistance of a powerful Sage 50 integrated accounting and job costing solution.

About the Company

Donegal-based McMenamain Engineering has experienced exponential growth since its establishment in 1986 by Seamus McMenamain. Originally established to serve the structural fabrication requirements of Ireland's agricultural sector, the Group's successful expansion strategy propelled it into a variety of markets:

McMenamin Engineering Ltd utilises cutting edge design and CNC capabilities to expedite the professional fabrication, erection, and sheeting for commercial and industrial builds ranging from warehouse requirements, to retail, leisure, government, and showroom installations.

Mantis Cranes Ireland Ltd and Mantis Cranes (UK) Ltd design, build, sell, and rent self-erecting

and city tower cranes for Irish and UK construction requirements, as well as for global markets.

The success of the Group's full service capabilities can be attributed to one over-riding mission: a provision of excellence. Les McAndrew, the group's financial controller, explains.

'Our company has always prided ourselves on the highest levels of customer service,' Les states. 'That commitment to excellence runs right through the group. Every project that we design and build; every crane that we manufacture in our Donegal plant and deliver to site; from the smallest to the largest project; our company is guided by that one over-arching mission.'

That commitment to excellence also provides a vision for the future. 'Up until a few months

ago, the group invested heavily in innovative technologies including the very latest CNC design and manufacturing equipment,' Les says. 'However, it is no secret that today's economy represents a challenging time for everyone in our industry. For that reason, we are targeting international markets to diversify our customer base. We recognise that the quality of our products and services can meet the needs of a global audience.'

'By looking to a global market, we firmly believe that we are positioning ourselves for success as the world economy recovers. And we know that by doing so, our company, our employees, and our suppliers will also benefit.'

The Challenge: Gaining Real Time Information

When the company was first established, accounting and job costing was done manually. 'McMenamin's first projects met smaller agricultural requirements,' Les explains. 'In those early years, all accounting, finance, and job costing activities were recorded using a manual system. While

that worked effectively during the early days, the company's rapid growth, and the establishment of its other companies – Mantis Cranes and Mantis Cranes UK – required a more sophisticated solution.

'What we required was a solution that would provide standard accounting and management reporting capabilities, but as importantly, would also enable us to closely monitor costs and profitability for each job undertaken by each of our companies.

'We also required a solution that could consolidate company financials. In other words, we wanted it all: we wanted a system that would allow us to view accounting data at a group level, but that would also allow us to drill down into each company within the group, and then drill down even further: to each cost for each project undertaken by each company.'

The Solution: Integrated Sage 50 with Sage Job Costing

The company approached Synergy Network Ltd, the Sligo-based Sage Business Partner, with their aspirations and plans. James Doyle, Synergy Network managing director, explains: 'When the McMenamin's first approached us back in 1997, we recognised their tremendous potential for growth. For that reason, we knew that the company required a highly flexible, robust, yet easy to use solution that could grow as quickly as their aspirations. We also knew that they required a capability that would help them to increase productivity and efficiency.'

To meet the group's requirements, Synergy Network recommended Sage 50. A number of years later, that initial solution was integrated with Sage Job Costing.

Sage 50 is Ireland's most popular accounting and management software solution. Developed specifically to meet the needs of growing small and mid-sized companies, Sage 50 incorporates a wide range of functionalities including multi-company/multi-currency capabilities, nominals, cash book, invoicing, VAT tracking and analysis, ROS (Revenue On Line), debtor and creditor analysis, purchase and sales orders, comprehensive management reporting, and many other functions.

Intuitive and easy to use, the solution enables company managers to keep their fingers on the pulse of their businesses through exceptional drill down

capabilities.

The McMenamin Group's Sage 50 solution was also integrated with Sage Job Costing. This comprehensive job costing capability enables companies to track all costs associated with specific projects including third party costs, overheads, costs of materials, and similar. Comprehensive analysis and cost tracking enables managers to monitor ongoing costs in real time, while protecting valued profitability. Additionally, complete integration increases productivity by eliminating double-entry requirements.

The Significant Benefits

'Our integrated Sage solution has proven more than adequate to meet our needs,' McMenamin Group's Les McAndrew states. 'It has proven extremely flexible, and has grown as we've grown. Its easy-to-use functionality has helped us to increase our productivity and efficiency, and its reporting capabilities provide us with the critical data to monitor the group's – and individual companies' – current financial situation, while also helping us to plan for the future.

'The Sage 50 solution also helps us to meet compliance requirements such as end of year and period accounting, and VAT requirements.

'Sage Job Costing, integrated into Sage 50, provides a powerful capability, and we use this facility for every contract that we undertake – both big and small. Job Costing enables us to



allocate all relevant costs to each specific project. This enables us to stay abreast of anticipated project costs in order to protect profitability.

'Job Costing also provides us with a comprehensive archiving capability that enables us to store complete project cost histories. This facility will help us to develop future budgets by providing us with detailed data regarding past job costs. In other words, and rather than picking a figure out of the air when we're bidding on a new project, we can look back to see exactly what a similar project cost, how much time it took, and how much resource was required. This capability will help us to bid intelligently, competitively, and yet profitably.'

Les is also impressed with the ongoing support that the Group receives from Sage Business Partner Synergy Network.

'Synergy has been with us since the initial Sage 50 implementation over ten years ago,' he explains. 'They are one of the primary reasons for the success of the solution because they took the time to understand our business and our commitment to the future. As an example of their high levels of service is the fact that James Doyle, the managing director of Synergy Network, firmly believed that the group could benefit by integrating Sage Job Costing into the original Sage 50 solution. He took the time to explain its capabilities and how it would help the company. The result is an integrated solution that meets our exact requirements.'

'I know that if we experience any type of problem at all, Synergy Network are only a phone call away.'

Would Recommend

Les McAndrew recommends the integrated Sage 50 solution without hesitation. 'I have already recommended Sage 50 and Sage Job Costing to other companies, and will continue to recommend it,' Les concludes. 'Sage 50 has been developed with the same philosophy with which our group has always prided itself: a commitment to excellence.'

'This solution's capabilities has significantly contributed to the success of the McMenamin group of companies. Those same benefits will also help us to reap benefits as we look to the future, and the recovery of the global economy.'

For more information

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Sage

For more information on Sage 50, Sage Job Costing, and our complete range of integrated accounting, management, and job costing solutions, contact us:

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The Sage logo is located in the bottom right corner of the page. It consists of the word "sage" in a lowercase, teal-colored, sans-serif font. The letters are slightly rounded and have a clean, modern appearance.