



Please forward it on...

## WELCOME TO INDUSTRY NEWS AUGUST 2018

Welcome to our latest newsletter. We hope you'll find plenty to maintain your interest over a cup of tea!

The EMIR Development Focus Group has held its first meeting and we are currently busy planning the second, so there is news on planned development that has resulted from this meeting.

It is always great to see our customers in the news for the right reasons and congratulations to Central for seeing their AEMT inspired article pick up circulation in the wider press. We are always happy to help you with articles and, through the AEMT and other trade associations and industry links, we can help you

achieve great PR for your business.

Speaking of PR, the AEMT awards are now open for entries and we urge you to get on and enter your business in one of the many categories. You've got to be in it to win it! We are again sponsoring one of the primary awards and we'd love to present it to an EMIR customer on the night, so do enter the awards or at least get your table for a night of great entertainment with your business peers. Enjoy the read!



### The industrial emergency service

9th March 2018

Source: AEMT (The Association of Electrical and Mechanical Trades)



To find out more on what his company is about, what the plans are regarding Industry 4.0 and his vision for the association, Steve Ashman of Solutions in IT and Chair of the AEMT (The Association of Electrical and Mechanical Trades) Marketing Committee interviews Director Shaun Sutton at Central Group.

## Congratulations to EMIR Customer Central Group

PR pays off! Almost 12 months ago the AEMT marketing committee visited Central Group in Knowsley, Liverpool and printed an article in the AEMT Journal. The Journal circulates trade information for AEMT members to over 2,000 worldwide organisations. Well, this week the piece was recognised by **Engineering Specifier** and printed again. You can never have enough good news circulating about your business and you never quite know who is looking for a new supplier.

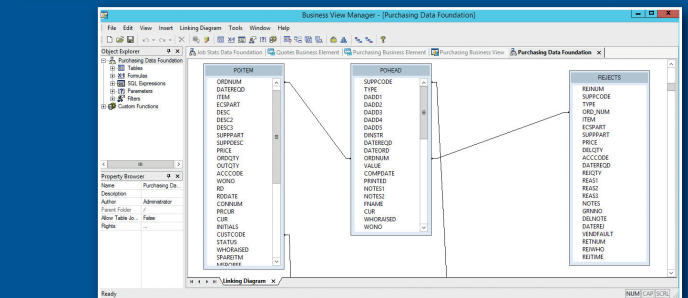
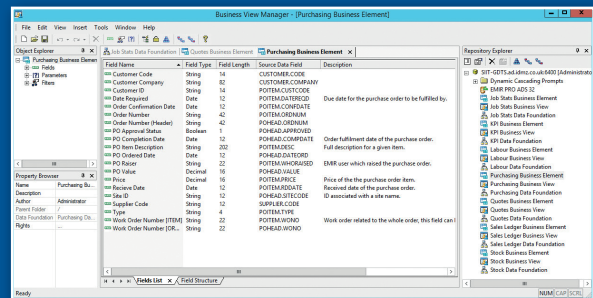
[www.solutionsinit.com/news/engineering-specifier-central-group](http://www.solutionsinit.com/news/engineering-specifier-central-group)

## EMIR Development Focus Group

The purpose of the group is to collaborate in the development of EMIR, choosing specific areas that, when reconsidered, will benefit even more users.

At our inaugural meeting in 2017 the broad subject of data access and reporting was identified and defined. After all, one of the benefits of using EMIR is the collection and storage of information in one place and the reporting possibilities that come from this. In a first step, we have been looking at the creation of a data dictionary that explains how the stored information is held, translating this into a user-enabled language that can be utilised in popular third-party reporting packages such as Crystal Reports, Power BI, Excel through an ODBC link and Task Centre.

On the right (top), current EMIR field names with their simple easy-to-read equivalents and (bottom) a pictorial representation of how the tables link and what further information can be displayed. **Watch this space!**





# Trade Association Talk

## PIA Winners 2018

### The Pump Industry Awards

We were happy to be nominated in the category of *Supplier of the Year* at this year's PIA – Pump Industry Awards. The PIA has successfully promoted the pump service industry for over 15 years, drawing from the experience of a rich collective of diverse organisations.



The PIA's were hosted by ITV Wales presenter Andrea Byrne

#### Congratulations to the winners:

**Technical Innovation of the Year (Products)** – Wilo UK

**Technical Innovation of the Year (Projects)** – Xylem

**Environmental Contribution of the Year** – Danfoss

**Distributor of the Year** – Clyde Associated Engineers

**Manufacturer of the Year** – KSB

**Supplier of the Year** – ABB

**Engineer of the Year** – Luke Gardener, Grundfos

**Judges Special Award** – Danfoss

**Lifetime Achievement Award** – Chris Rea, AESSEAL

## BPMA Golf

### BPMA Golf Day – Wychwood Park, Crewe, Cheshire

The EMIR team consisted of Gary Downes, Karen and Steve McGeouch of WGM Engineering and Richard Hale of Deritend. They took on the challenge and finished 6th out of the 11 teams. Wychwood Park proved to be an exceptional course and a great opportunity to mix with industry professionals. Our thanks to Brian Huxley, Steve Smith and Steve Schofield of the BPMA for a great job. You can find a video of the day on the link below. Next year's event is at Mottram Hall on the **16th May 2019**.

<https://youtu.be/iLRRmSxYIR4>



Now it's your turn to benefit from **FREE** publicity



## AEMT Awards in Nov

### Three Great Reasons to get involved:

**1. Why would you sponsor the AEMT Awards?**

Align your business with the best of the best

**2. Why take a table?**

Reward employees and valuable customers

**3. Why nominate your own business?**

Entries are **FREE** and winners and finalists get **FREE** publicity!!

Be aware, the categories have been simplified this year to make it even easier for you to tell the business world about you, it's **FREE** and you don't have to be an AEMT Member or Associate to enter!

### What you need to do now!!

The closing date for entries is the **11th of September**. It sounds a long way away, but act now! Read the categories and get your company nominated. The trade press – *Drives & Controls*, *Plant & Works Engineering* and *Hydraulics & Pneumatics* will all be talking about you!

### EMIR SPONSOR AEMT AWARDS FOR 2<sup>ND</sup> YEAR

It was a pleasure working with the AEMT council last year to create a route for all types of supplier and service providers in the industry, to tell the world about the brilliant and unique service they offer. Sponsorship isn't a costly venture and just for the elite. It is an affordable and beneficial expenditure that draws attention to you from the media, current customers and those looking for new suppliers. If you'd like to benefit by sponsoring this prestigious event and would like to know more, get in touch with us or the AEMT directly.

### THERE'S STILL TIME TO BOOK A GOLF PLACE!

#### AEMT Golf Day – 14th Sept 2018

A four-ball around the Arden championship course at the Forest of Arden. Those of you that attended last year will already know of the excellent facility and service we received, so we've returned to play the harder course. **Play as an individual or bring a team. Treat a member of staff or entertain a customer.**

The package includes golf, buggy, evening meal and prizes. Contact Samantha Agnew [sam@aemt.co.uk](mailto:sam@aemt.co.uk) for further details.

# Dashboards, Data and the GDPR



With the deadline of the 25th of May now elapsed, the initial work complying with GDPR is now complete, the question is – where do we go from here? The work of GDPR – Data privacy and security is an on-going obligation requiring documented procedure and milestone review. In the latest update of the CRM-Marketing Dashboard the development team have accommodated the process, adding a number of new features.

**EMIR** CRM MARKETING
**Dashboards**

**TPS**  
 False  
 True

**No Marketing?**  
 False  
 True

**Suspended Company**  
 False  
 True

**Inactive Contact**  
 False  
 True

**Prospect**  
 False  
 True

**Email Address?**  
 No  
 Yes

**Newsletter?**  
 False  
 True

**Campaign**  
All

**Industry Sector**

- Select All
- (Blank)
- Agriculture
- Chemical
- Food
- General
- Industrial

**Last Contacted**

- 1 - Never
- 2 - This Month
- 3 - Between 1 & 3 Months Ago
- 5 - Between 6 Months and 1 Year Ago
- 6 - Between 1 to 2 Years Ago
- 7 - More than Two Years

**Company**

CODE	COMPANY	CONTACT	COMPANY
A100	Able Enters		
A1037	A.D. Food		
A1051	AAR Trans		
A1055	Abbey Pump		
A1084	ACS Marine		
A1107	Armo Pumps		
A1132	Anderson P		
A1133	Aire Agr		
A1136	All-Utilities		
A1149	Albany		
A1150	Albion		
<b>Total</b>			

**Contact**

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A100	Able Enters		
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A1136	All-Utilities		
<b>Total</b>			

**How does CRM work in GDPR?**

1. Data is held in a secure place on your server or in the cloud, not loose paper!
2. Password protection means that important data cannot be left unattended on laptops or external devices.
3. It is possible to filter prospect and customer data in CRM to ensure your marketing message only goes to specific people with legitimate interest.
4. All communication you make is transparent, accurate and up-to-date and you can prove it!
5. Register unsubscribes and subject access requests and record how you dealt with them.
6. CRM is one methodology that the whole company can adopt and rely on.

**Explore current marketing success by filtering contacts by current campaign**

TEL	SOURCE	ADDRESS 1	ADDRESS 2
0121 234 5676	Primary Contact	27 Bing Place	Smethwic
01325 311135	Primary Contact	4 Brighthouse Court	Newton A
0121 745 2874	Primary Contact	27 Dawley Brook Trading Estate	Stalling L
01384 636072	Accounts Contact	Hillmans Way	
01384 636072	Accounts Contact	Hillmans Way	
02079 489553	Primary Contact	Unit 4 Block B Forest Park	Mullinger B
02079 489553	Project Manager	Unit 4 Block B Forest Park	Mullinger B
01666 825569	Primary Contact	Bradmarsh Business Park	Templeborou
01935 476255	Primary Contact	12F Lawson Street	Kilnamock
01935 476255	Project Manager	12F Lawson Street	Kilnamock
0113 255 8655	Primary Contact	Unit 6 Silver Court Industrial	Intercity W
0113 255 8655	Primary Contact	Unit 28 B Cowley Road	Nuffield Ind
01604 626002	Primary Contact	Unit 28 B Cowley Road	Nuffield Ind
01604 626002	Project Manager	Unit 28 B Cowley Road	Nuffield Ind
<b>Total</b>			

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## The New KPI Dashboard

### New Dashboard - Keeping a check on Performance!

There is always room for more information that, fed live into the right areas of the business, allow adjustments to be made whilst those changes can still make a difference. Dashboards are automatically refreshed and they eliminate the need for a person to collate information, manipulate that data in spreadsheets and distribute them by email. If you've purchased the Logistics or Finance Dashboard packages, the new KPI one will be delivered free with your next update.

### NEW DASHBOARD USERS!

We have extended our offer of reduced set-up (£150) until the end of the summer for new user installations of Logistics and Finance Dashboards.

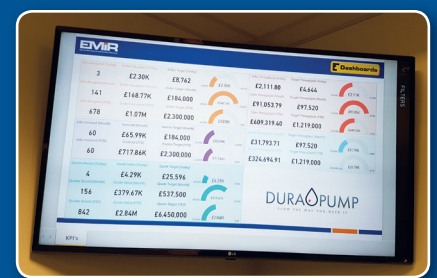
**EMIR** KPI's
**Dashboards**

Today		This Week		This Month		This Year	
Quotes Created	Quotes Value	Quotes Created	Quotes Value	Quotes Created	Quotes Value	Quotes Created	Quotes Value
4	£16.25K	4	£16.25K	16	£70.83K	18	£76.82K
Jobs Accepted	Accepted Value	Jobs Accepted	Accepted Value	Jobs Accepted	Accepted Value	Jobs Accepted	Accepted Value
5	£83.89K	5	£83.89K	16	£142.76K	94	£155.31K
Jobs Completed	Completed Value	Jobs Completed	Completed Value	Jobs Completed	Completed Value	Jobs Completed	Completed Value
6	£26.75K	6	£26.75K	13	£47.85K	56	£93.03K
# of Deliveries	Delivery Value	# of Deliveries	Delivery Value	# of Deliveries	Delivery Value	# of Deliveries	Delivery Value
4	£0.00	5	£1.00K	10	£22.75K	21	£60.45K
# of Invoices	Invoice Value	# of Invoices	Invoice Value	# of Invoices	Invoice Value	# of Invoices	Invoice Value
3	£25.00K	3	£25.00K	8	£35.50K	20	£45.40K

Customer: [Search] Department: [Search] Site Name: [Search] Salesman: [Search]

## Making Information Visible

Dura Pump have embraced Dashboard technology and used our development team to produce a specific management board which keeps their staff up-to-date by being placed in a communal area in the business.



"The workshop Dashboard we had written is a positive step and worthwhile improvement. By offering our engineers the opportunity to own their own figures as part of the business strategy, see their progress on a daily basis and make collective changes has made a huge difference. Everyone is working towards the same goal...and we have the figures to prove it!"

Owen Ford, Managing Director Dura Pump



### EXISTING DASHBOARD USERS!

Dashboard development is a quick way for you to present information that is specific to you. Development costs have been reduced to £40 per hour, throughout the summer.



# More Great News!!

## Keeping up-to-speed with EMIR Development

### Online Webinars

With a few months of these under our belt, we are pleased to see a varied audience who have taken the opportunity to learn about Professional in small 30-minute tutorials. It isn't always possible to get out of the office for training, but Monday or Friday afternoon online seems to be a time that appeals to many. If you have missed out on these live sessions, don't despair they are all recorded and available in the **Client Login** area of our website. If you don't have login details email [steve@solutionsinit.com](mailto:steve@solutionsinit.com)

### TOP TIP!

Create the opportunity to benefit even more from EMIR from the comfort of your offices. Make learning EMIR a group activity! Allocate 30 minutes per week, watch one video and discuss how these features could work for you. Pull up your copy of EMIR and work through the examples. This will align your thinking as a business and allow your staff to improve themselves and the process.

## Welcome to New Customers

### Brothers-EMR

Based in Cricklade, Swindon Brothers-EMR Ltd was created with the simple philosophy that service and quality are to be paramount at all times and throughout all aspects of the business. You can find out more about Brothers EMR through their web site [www.brothers-emr.co.uk](http://www.brothers-emr.co.uk)



### Industrial Pumps

Industrial Pumps see themselves as more than just a pump supplier. They are pumping consultants with expertise to help solve problems. Head office in Rotherham. [www.industrialpumps.co.uk](http://www.industrialpumps.co.uk)

## March Competition Winner!

Congratulations to our winner, **Claire Pearson** of **Rotamec** in Cheddar, who was the happy recipient of a bottle of bubbly when she correctly answered "CRM Marketing Dashboard".

**James Horsham** of **Mechanica Utilities** receives £25 Amazon vouchers for a lead passed to our referral team and there's another £200 coming his way if they do purchase EMIR!

## This Month's Competition

If you look in the **Client Login** area of our website at the 2018 webinars, which was the first that took place on the 9th of April?

**A. CRM B. Repairs C. Purchasing**

To be entered in the draw, send your answer to [sales@solutionsinit.com](mailto:sales@solutionsinit.com) for a chance to win £50 of John Lewis Vouchers!!

**Good Luck!**



## Lara Graduates!

**We are fortunate enough to still have EMIR customers who remember our earliest Newsletters and when Lara was born in 1997!**

Gary is thankful that he is asked about Lara and Nathan's progress when he visits customers, so we thought we'd share this update with you as Lara has just graduated with a BSc. 1st Class Honours Degree from Durham University!

She studied Applied Psychology and now plans to do a Masters Degree in Business Management at Durham next year!

Both Nathan and Lara work part-time in the business during their studies, so you're bound to hear more from them soon!

**The picture right shows [L to R] Gary, Latika, Lara and Nathan.**

