



**Following the acquisition of Taylors of Martley Logistics in 2010, Bibby's team spent days with brown paper and post-it notes developing and documenting processes to integrate Taylors into the Bibby systems. The team comprised seven people and it took a total of 21 man days to complete the first phase.**

Bibby Distribution is a family owned logistics company within the Bibby Line Group, which was founded in 1807. The organisation provides supply chain, warehousing, transport and international freight services. As one of the top 10 logistics providers in the UK, Bibby operates from 100 locations across the UK and the distribution arm employs around 2,000 people. The company is mindful of its staff and the local communities and also follows a match-funds directive whereby any funds raised for charity by staff is matched by the company.

## **The Project**

Headed by Cathy Reece, Financial Controller, and assisted by Gail Davies, the Bibby Project Team comprised seven people, three from Head Office and four Depot Staff.

Bibby Distribution had implemented JD Edward's Finance and Procurement streams during 2008. Gail's role on the Project was that of Project Accountant. The Project Team utilised Oracle's User Productivity Kit (UPK) to record system processes and best practice, for both testing and training. As one of Larmer Brown's UPK clients, Gail was invited to one of their events in November 2010.

During the event, Larmer Brown demonstrated the Engage Modeler process mapping tool. Larmer Brown utilise the Engage tool on UPK Projects when they facilitate business mapping workshops. The resulting processes are integrated into UPK with hyperlinks which transport the



Training

## Case Study: Bibby Distribution

user to the specific process. Gail Davies immediately saw how Engage could assist her team with the sometimes arduous task of process mapping.

Given the extremely challenging timelines faced by the Bibby team, Larmer Brown arranged a demonstration of Engage Modeler via WebEx, the very next day. During this online demonstration Bibby were shown the full functionality of the three licencing options for the software; Basic, Professional and Enterprise. They were also able to ask specific questions about the capabilities of the tool in relation to their project requirements.

Using the Engage Modeler tool in a reactive workshop environment Business Process owners or Subject Matter Experts can create multiple business scenarios defining the 'as is' versus the various 'to be' processes for analysis, discussion and documentation.

The tool provides separate visual interpretations of every discussion thread. Business Process Mapping Workshops can quickly capture and display entire scenarios graphically, enabling interactive mapping and the evaluation of processes, together with suggested improvements, in one single session.

Bibby is acknowledged to be an innovative organisation achieving growth both organically and by acquisition. This continual growth is supported by an internally managed Continuous Improvement Program. The CI Program has a high profile within the organisation, the strategy having been introduced by the Board. Gail's role both on the JD Edwards Project and in her 'day job' supported the CI Program.

### The Solutions and Savings

The comprehensive demonstration delivered by Larmer Brown confirmed to Bibby that Engage Modeler would meet their requirements. The two key benefits identified in Gail's business case

were the replacement of the 'brown paper' when documenting processes coupled with the ability to integrate the results into UPK.

Following a one-day training workshop Gail and her colleagues set to work. The first phase of the initial Project took 21 man days. Using Engage, the second phase, comprising a comparable number of processes, took just three days, a saving of 85%.

Gail confirmed: "We never anticipated such time savings. Often these tools demonstrate well but in practice the processes are always complex, not so with Engage."

### The Future

Within Bibby word as to the speed and functionality of Engage has spread. In addition to her 'day job' Gail receives regular requests from colleagues to map processes within the remit of the company's CI Program.

For her own team Gail has most recently created the cash-in and cash-out processes as well as the procurement process for paying suppliers for fuel - both of which took a few minutes to generate, document and share across the business.

Gail concluded: "For future acquisitions the Project plan will have a reduced amount of time allocated to Process Mapping. This will be approximately 15-20% of the time allocated to previous plans. A tangible saving with a professionally produced process document."

### About Larmer Brown

Larmer Brown's primary business objective is to help organisations realise the desired business benefit from their software applications, through successful user adoption programmes.

Larmer Brown has been a Sales and Services Partner for Engage Software since 2010.