

Orbital Marketing builds future on Omnica

Orbital Marketing Services Group, one of the UK's largest marketing communication services companies, has successfully implemented Omnica MCR on Microsoft Dynamics AX to run its Response and Fulfilment Division's client operations.

Operating in both B2B and B2C markets, Orbital provides a broad range of services such as response handling, mail order processing, pick/pack/despatch, polywrapping and mailing, data services, leaflet display services, printing and print management. Orbital employs over 500 staff and manages business operations for over 800 clients.

The new system delivers a robust platform for Orbital's expanding business, and is flexible enough to cater for unknown future client requirements. Possessing comprehensive functionality for mail-order and e-commerce clients, the solution is fully PCI compliant.



The solution incorporates telephone order taking and customer service, web portals for Orbital's clients, e-commerce sites for client's customers, warehousing, fulfilment and client management.

Nick Williams, General Manager of Orbital's Response & Fulfilment Division, explained "Our company exists to provide business solutions for our clients, which span technology, logistics and people. Within the Orbital Group, we already had extensive warehousing capability both at Rushden (Northants) and at Orbital Park in Ashford (Kent), and a highly skilled team of people. The Omnica/Dynamics AX solution provides us with the technology we need to grow the business for the future".

The system has been rolled out to support a number of Orbital Marketing's existing customers, but has already been instrumental in Orbital Marketing securing new business. These include a major national charity, a large home shopping company in the crafts/hobby sector and a FTSE100 tour operator.

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Dave Turnbull, IT Manager at Orbital, noted that the capabilities of the solution exceeds others that Orbital has used or considered in the past. "Over the years we have used a variety of systems for mail-order as well as custom solutions for brochure fulfilment. We continually face new and challenging requirements from clients, and we have to turn around solutions in a short space of time. The trouble with most software is either the cost of bespoke mods by a supplier, their ability to respond quickly enough, or the complexity and the limitations of taking on projects in-house. Microsoft Dynamics AX is an incredibly flexible and open solution with a low-cost source code option and plenty of opportunities to train up staff or buy in skills. The Omnica modules makes it fit-for-purpose in our sector, so for us, it was a perfect combination".

With Omnica MCR and Dynamics AX already running Orbital's client operations, including telephone sales and service, where the solution integrates with Orbital's telephony systems, and a full range of warehousing and fulfillment processes, Orbital and Omnica are working together to build on the platform. A client-facing web portal is soon to go live, allowing Orbital's clients to have real-time view of the service Orbital are providing, and the ability to key special orders on behalf of their customers.

Harry Manley, Managing Director at Omnica, said "The fulfilment services market has special challenges, to cater for multiple clients within a single system environment. Orbital Marketing is the second company to use our solution within fulfilment services. However we've seen other solution providers struggle to satisfy customers using the same underlying Dynamics AX platform. The difference is that Omnica has made a very substantial investment in add-in software for Dynamics AX, based on deep experience of the mail-order/fulfilment market. This shows through in the solutions we deliver."

Microsoft Dynamics AX is Microsoft's flagship business software solution, aimed at mid-market companies. It provides strong functionality for supply chain, financial accounting and CRM, has over ten thousand reference sites, and is supported by business partners all over the world.

Omnica was founded in March 2007 to develop a new software solution for direct marketing and multi-channel retail companies. The company employs a team of experts recruited from MCR software specialists, and Dynamics AX solution providers. Omnica has rapidly established a product solution, a strong user base, and an international partner network for support and implementation, including Sense Enterprise Solutions and Charteris plc in the UK, Prosource (formerly nFocus Technologies) in the USA, Scalable Data Systems in Australia, and CTAC Axelligent in Benelux.

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