

CASE STUDY

DATAFREIGHT

WWW.DATAFREIGHT.CO.UK



Ian Brown developed his suite of import and export software products for Customs Brokers and Freight Forwarders, in response to the 'Single Administrative Document' in 1988. Since then, Hampshire based LSI-Sigma Software Ltd t/as 'Datafreight', the company Ian runs with his wife, Sharon, has gone from strength to strength, designing and maintaining software for a client base that includes global businesses such as TNT International and Norbert Dentressangle Overseas.

At first the husband and wife team used two companies as dealers for Datafreight's products but in 1996 they decided to market, install and support the software directly, clocking up over 50,000 miles a year servicing their customer sites. They now have a nine-strong loyal band of programmers, software engineers and sales staff to share the growing workload involved in servicing around 350 customers.

"While the company is very successful, we have never become complacent and we're constantly developing and innovating our products," said Sharon. "Nigel Reed Smith (then of Business Link) was a useful part of our ongoing development. Having the input of an impartial observer such as Nigel, who maintained an interest in our progress, certainly helped us to look at the company with fresh eyes."

"It's easy to become embroiled in day-to-day events, so much so that it is sometimes hard to see the overall picture. At the initial meeting with Nigel, we discussed the pricing of one aspect of our business and this led to us making some positive changes that would generate additional income."

"Ongoing meetings enabled us to reflect on our business performance and highlight areas where Business Link and its partners were of further assistance" concluded Sharon.

Nigel commented: "The owners have worked exceedingly hard to build an extremely successful business that offers a high level of specialist service. The company displays a quiet professionalism which has proved a winning formula in a tough sector."