

# ENHANCED

Technology For Better Business Performance

## MAR-KEY GROUP



**Client:** Mar-Key Group

**Sector:** Manufacturing

### CONNECTING APPLICATIONS FOR EFFICIENT BUSINESS GROWTH

Mar-Key Group manufactures, designs and creates unique temporary structures for event organisers and commercial clients. They combine over 28 years of experience with state of the art technology to deliver temporary spaces which make lasting impressions.

#### THE CHALLENGE

Mar-Key previously had over 7 systems. All of these were paper focused and could not integrate with each other. This meant they were unable to logistically manage projects from a costing and planning perspective. Mar-Key needed a way to streamline their operations to oversee each project status with the ability to record and monitor cost and time in one easy overview.

#### THE SOLUTION

With Mar-Key looking to focus on their business growth. They needed a way to manage all the intricate details of projects from two different revenue streams. Enhanced streamlined Mar-Keys applications for a more efficient way of working. By unifying all their processes, from the first conversation of specification details, down to the final delivery, Mar-Key can see each detailed step.

Using Microsoft Dynamics 365 Business Central, alongside Dynamics 365 Sales and Enhanced Document Automation addition, Mar-key could strengthen their systems for efficient business growth. These solutions give them a more flexible and accessible way of working.

### THE RESULTS

- An efficient and scalable IT solution
- A fully integrated and robust CRM
- Access to live data and reports for effortless monitoring
- Facilitating revenue growth to twice the size

### THE BENEFITS

- **Growth** – The upgraded system has facilitated the growth of their new revenue stream. Mar-Key can now use a single system to view projects from both sides of their business. This enables them to measure and react to operational activity to maximise margin.
- **Management Information** – Using Microsoft Dynamics 365 Business Central, the team now have central visibility so they can maximise every process. Management can easily report and monitor project status and financial position to make informed decisions about their projects and procedures.
- **Automation & Streamlining** – By automating their systems, it cuts down duplication and project errors. The system has enabled them to streamline each business process. This means they can increase their capacity in work without having to increase overheads.

“I absolutely would recommend Enhanced! Their solution has allowed us to design the system for our new revenue stream whilst still being fit for purpose for when we start doing events again. Really the main benefit is it has facilitated our growth - we would not have done it without Enhanced.”

Ben Scroggie  
CEO, Mar-Key Group