

# JMS proves essential to Rudd Joinery

**JAMIE** Rudd of Rudd Joinery Ltd purchased Joinerysoft's Joinery Management Software, JMS, 18 months ago. He now talks about the impact this has had on his joinery business.

Starting with a traditional apprenticeship in woodworking, Jamie was never fond of computers at school and failed to see their relevance in the woodworking industry.

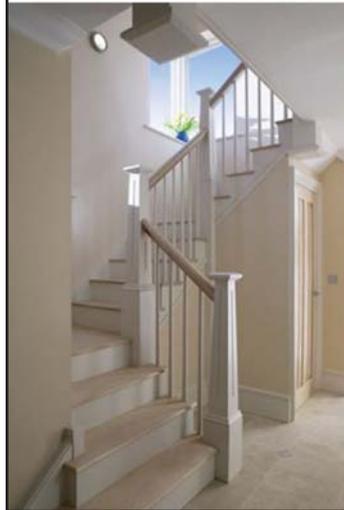
He admits, "I'm not generally a fan of computers, most joiners aren't: we're more hands on. JMS helps with that. It has helped me learn more about the business. I thought I used to know it fairly well, but now I know even more, right down to wind deflection."

Running a family business, Rudd Joinery has three joiners, including Jamie, and is based in Fakenham, Norfolk. The company manufactures bespoke windows, doors and staircases.

Viewing JMS, Jamie was convinced that this software was the way forward for the business, but his biggest concern was that he was not into computers. The catalyst for change for him was the difficulties he faced recruiting the right staff. It was more and more difficult to find joiners who knew what they were doing. Jamie was used to working from hand written notes with rough sketches illustrating the job. When he set up on his own, however, he discovered that not all joiners could work from sketchy information, and found it difficult to get experienced staff that could.

Using JMS, Jamie has seen a huge improvement in the professionalism of the information he can now provide his workshop.

"JMS allows me to get accurate information to my joiners in a professional way, helping them to get



the job right and making their lives easier," he says.

Feeling daunted by using a computer to start with, Jamie was reassured by the trainer, who was happy to work at his pace. The training went well and he found JMS easy to learn.

He adds, "The joinery terminology made sense and was relevant. It helped that the trainer was a joiner himself. He used joinery examples and sketched out cross sections to illustrate how JMS worked. He was on the same wavelength as me."

After two days training, Jamie was able to enter additional pricing information and go it alone.

Thankfully, he was never completely alone, with telephone backup and remote access support through Log Me In. He says, "I've had to ask a few questions along the way, but these have always been promptly answered. Customer support has been good."

Jamie now puts all joinery through JMS: casement windows, doors, sliding sash, screens, stairs. More unusual items are also supported through JMS Bill of Materials.

JMS has also significantly improved Jamie's ability to quote accurately and quickly. Prices used to be stored in Jamie's head, but now JMS can provide accurate prices to the nearest penny, protecting Rudd Joinery's profit margins and providing visibility of costs. Most quotes are now emailed to customers, allowing a very quick response time. Both private and trade customers have noticed a huge improvement compared to the quoting process a couple of years ago. With true sale drawings produced automatically and wood, glass and fittings clearly specified, Jamie can now ask customers to sign the bottom of the quotes, avoiding disputes later.

Jamie adds, "Last year was our best year ever. We are now able to take on bigger jobs due to JMS. I now save approximately 50% of my time due to JMS, time I can now spend in the workshop."

Wood and glass are ordered directly from JMS printouts when the order is placed. He says, "We can now email the glass order through to our supplier requesting the delivery date we want. The glass turns up on time, and we sometimes deliver it directly to the customer's site — if we are not fitting it ourselves."

Jamie is confident that JMS has helped his business grow. "For the amount of guys in here and what we used to do, we must have seen at 25% business growth since purchasing JMS." JMS has changed the way they work, making them more efficient and more organised.

Jamie says that it is hard to summarise the best advantage of JMS, since there are so many. The biggest difference is that it has transformed him from someone not interested in computers to someone who considers it essential in the business. It has also made them more customer focused, providing customers with professional quotes, with quick turnaround times. It also makes it easier for the joiners in the workshop.

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