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Ribble Cycles Raises its Game with SYSPRO

Boosts productivity, drives efficiencies and future proofs operations



Ribble Cycles

Established in: since 1897

Company size:

Customer Profile

Ribble Cycles has been designing, customizing and expertly hand-assembling bikes in England since 1897. Today, the company is a global player with a strong brand synonymous with quality and innovation. One of the first UK bike brands to launch an online store, Ribble has expanded its product range to include carbon fiber frames and advanced dynamics.

Their Business Challenge

The demand for bikes quadrupled during the Covid 19 pandemic, and Ribble Cycles struggled to adapt. It enjoyed triple digit growth, but to operate in this fast-paced, competitive market, Ribble needed agile systems that respond to changing conditions. It identified digitization as key to peak performance, from visibility of stock levels to driving efficiencies that reduce lead times.

The Solution

Ribble chose SYSPRO as a natural fit to help build resilience and boost performance. The company now has SYSPRO 8 at the heart of its operations, linked to a range of integrated solutions including Orchard Warehouse Management, Manufacturing Operations Management (MOM), Automail and HR module Equator.

The Outcome

Ribble's digital journey has helped transform the business, boost productivity, drive efficiencies and future proof operations. Users now have end-to-end visibility of business processes and can drive continuous improvement. Access to reliable, real-time data also enables users to track everything from warehouse stock levels to the status of specific builds.



"We are now able to build more bikes with half the team. We've had our most successful stocktake, and the accuracy is off the scale. Administration is more agile and when changes are made, all systems are updated automatically."

– – **Matt Lawson**, Chief Digital Officer, Ribble Cycles.

Transforming from manual to digital



- Reduced manual scanning requirements freed up staff for higher value work
- Automation improved accuracy and helped avoid human error
- A robust, integrated system no longer dependent on customization
- Enhanced ability to meet customer requirements
- End-to-end visibility of business processes
- Reliable real-time data
- Effective tracking from warehouse stock levels to the status of specific builds
- Improved productivity and efficiencies
- Ability to future proof operations and build resilience

Maximizing SYSPRO functionality has allowed Ribble to challenge the need for system customization. Lawson and his team have focused on persuading users that SYSPRO is the master system. Ninety percent of the time, SYSPRO meets the requirement, and all that is needed is collaboration with SYSPRO to make it work. The less customization to the system, the less functionality there is to manage and maintain.

One of the biggest enablers of Ribble's transition to SYSPRO is DataSwitch, an integration tool which enables the company to connect disparate systems and maximize the power of full integration.

Future plans include using SYSPRO to support cycle counts, new replenishment processes and the automation of its communications.

Ribble's digital journey has helped transform the business, boost productivity, drive efficiencies and future proof its operations. Having a robust digital backbone will help the company build resilience and capitalize on the opportunities ahead. Embracing fit-for-purpose ERP is not only about meeting today's challenges but future proofing operations to ensure they are prepared for whatever the future has in store.

"Although technology drives change, it is ineffective unless you engage with the people who use it. SYSPRO supports us in employee engagement, responding to feedback and ensuring everyone is striving for the same goals."

– - **Matt Lawson**, Chief Digital Officer, Ribble Cycles.



About SYSPRO

SYSPRO is a leading, global Enterprise Resource Planning (ERP) software provider, specializing in key manufacturing and distribution industries. Our Industry-built solutions and services are designed to make things possible.

SYSPRO's ERP solution empowers customers to take the next step – whether it is expanding into new territories, adding new product lines, transforming business processes, or driving innovation. Through our ERP software, customers gain access to solutions, processes, and tools to assist in the management of data for key business insights and informed decision making. The solution is scalable and can be deployed in the cloud, on- premise, or both, and accessed via the web on any device to provide customers with choice and flexibility.

As a trusted advisor, SYSPRO remains focused on the success of partners and customers. With a strong commitment to channel partner growth, SYSPRO customers are backed by a team of global experts that drive maximum value out of IT systems and business solutions. We are committed to addressing the unique needs of our customers, enabling them to easily adapt and remain resilient. Our evolving solutions are aligned with industry trends and leverage emerging technologies that will enable partners and customers to secure a digital future and to gain a competitive advantage.

Learn more about SYSPRO's ERP solutions at www.syspro.com or contact us on info@syspro.com