

## Logma OneFit “Just Does It” for Award Winning Bakery

**When Aidan Monks of Kendal-based Lovingly Artisan started using Logma OneFit, he freely admits that it wasn't his first-choice software. “As a small business” explained Monks, “You grow your business to the point where you need good software, but when it comes to choosing, you don't have the experience to know what good looks like.”**

“Add to that, the fact that you may know what you ‘wish’ you could do but you can't always convert this in to clear and definable needs, both for now and the future, this makes it a very difficult task.”



What prompted the re-think and subsequent change to Logma OneFit was a very common problem for small businesses. Monks explained: “Our first issue was that the software we were initially using wasn't integrated. The accounts package had to be connected into the specialist bakery software that we were using and it just wasn't. We found that incredibly frustrating, and it was clear that the software was already falling short of what we needed, even though it was good on price.”

A business advisor to Lovingly Artisan suggested that they needed **integrated software with everything under one roof**, and suggested that their problems might be solved with Logma OneFit.

Monks continued “To be honest we hadn't heard of Logma, however when Audrey and Ron Odell came to see us, **they immediately made us feel confident** that their OneFit system could help.

“**They undertook an assessment of our business, which I thought they did incredibly well.** This resulted in them producing a report on how their system could fit in with what our business needed, both now and in the future”.

With a physical presence in Kendal and at Altrincham Market, and with hundreds of deliveries of thousands of items per day, the multiple World Bread Award Gold Medal winners are a real artisan bakery success story. The complexity of sourdough production and a growing customer base meant that choosing Logma, and going live with their OneFit system was something they needed to do sooner rather than later

“We liked what we heard from the Logma team and decided to go with them from April this year (2018). We don't have our own in-house dedicated IT team but **the Logma team were really supportive.** It was something we just needed to do, and not put off for another time”.

In the first 4 months of using Logma OneFit, Lovingly Artisan have so far adopted some key areas of operation successfully, using sound functionality such as telesales, ordering, invoicing and statements to great effect. A real surprise however was that Lovingly Artisan quickly found that they were able to make some **incredibly accurate predications** around the purchasing of ingredients for their sourdough breads.

“For non-bakers that may not know”, Monks explained, “Sourdough breads take 24 hours to produce. We have to therefore try and anticipate what our customers are going to buy from us, and what ingredients we will need, allowing us to have the sourdoughs in process for when they do actually place the order.

“The Logma Software has made this much easier to do, and has made us much more **efficient**. It has also benefited us in areas such as packing, labelling and distribution”.

With so many plus points already derived from using Logma OneFit, and with so much more to come once other areas of the software are used, what have been the main benefits Lovingly Artisan have seen so far.

“The main benefit at the moment, and I must add once again that we are only just getting started with Logma, is the integrated accounts package. We have had **clear**

**benefits** from being able to

generate far more accurate information, immediately. Real reports that we can make real decisions on.

**That data is really helping our business.**

“Another area has been in the dispatch of goods. We have lots of orders going out, and management of these orders from touch screen has saved us a lot of time, and has physically saved us a lot of money.

**We no longer make mistakes.** What is on the system goes out, and we know what is on there has gone, we have full control and **accurate management of deliveries”**.

This order distribution, van loading management and the labelling products also assists customers with **accurate product labelling** and similarly **package labelling** has enabled **re-cycling** for Lovingly Artisan, achieving **key environmental and cost savings**.

So, already with several positive ticks for the software, and with plenty more to come, it seems that **Lovingly Artisan and Logma OneFit are a perfect match.**

Logma’s focus is on bringing ‘big system benefits’ to the Artisan companies and are happy to move at the pace that suits Lovingly Artisan, with fast responses when needed and gentle guidance and encouragement to move forward, when they choose

We’re looking forward to an interesting follow up on the progress of team ‘Lovingly Artisan and Logma OneFit Software’ The final word on the subject of Logma OneFit goes to the award-winning Head Baker himself.

“Whatever we have asked the software to do, it has just done it, It’s as simple as that”.

