

Henry Colbeck cut excess inventory and gained control with Business Central + EazyStock



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A circular portrait of a man with dark hair and a beard, wearing a dark suit, white shirt, and dark tie. The portrait is set against a light-colored background and is surrounded by a yellow circular glow. A black arrow points from the portrait towards the text on the right.

Ranveer Singh

**Programmer, product guru, and
Director of Customer Success**

Background

- Started working with Synchron/EazyStock 2014

Roles on inventory optimization projects include:

- Supply chain solution strategist and architect
- Technical lead
- Application consultant
- Customer health and success

Matthew Worsnop



Commercial Director at Henry Colbeck Limited

Background

- Driving modern IT transformation with deep Dynamics BC expertise.
- Delivering complex tech projects that streamline operations and boost performance.
- Aligning smart technology with business goals to unlock real efficiency gains.

Agenda

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Who are EazyStock?

25 years of inventory expertise

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25+ Years of Inventory Expertise



Leading solution for inventory optimization since 1999

Globally supported organization with users in 90+ countries, planning 50+ million SKUs in over 30K+ locations

Strong product development focus with frequent releases

Fast, easy and intuitive, with quick implementations

Cloud-based solution that integrates easily with ERPs

Built on Synchron's powerful, proven technology

EazyStock is based on Syncrons powerful technology and adjusted to fit SMEs

syncron

eazystock



CLAAS



SAFRAN

CNH
INDUSTRIAL

HITACHI
Inspire the Next

KOMATSU



JCB



ULRICK+SHORT

Brigade

SVEA
SOLAR

Tapwell

uniphar

Fractal

CERTEGO

HENRY
COLBECK

Olsson Parts

FORGEFIX

ESTRID

Eastbrook

The Nursery Store
Previously Online4Baby

Sweef

Techship

Powered by Microsoft + EazyStock



Who needs EazyStock?

Red flags and keywords to look for

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Inventory red flags

- Excess stock
- Too much capital tied up in stock
- Poor service levels to customers
- Lack of inventory control
- Too much tribal knowledge
- Difficulty identifying demand patterns
- Time-consuming, manual administration
- High risk of run out
- Frequent rush orders
- Low product turnover
- Lack of visibility over the stock location network





What is EazyStock?

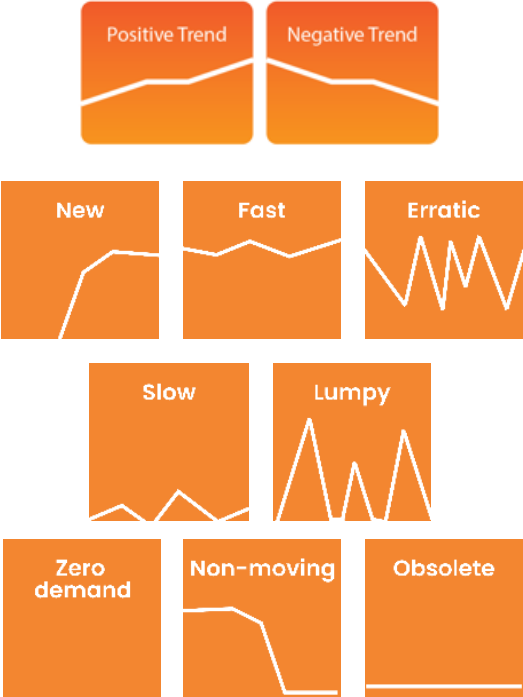
Better inventory management for BC

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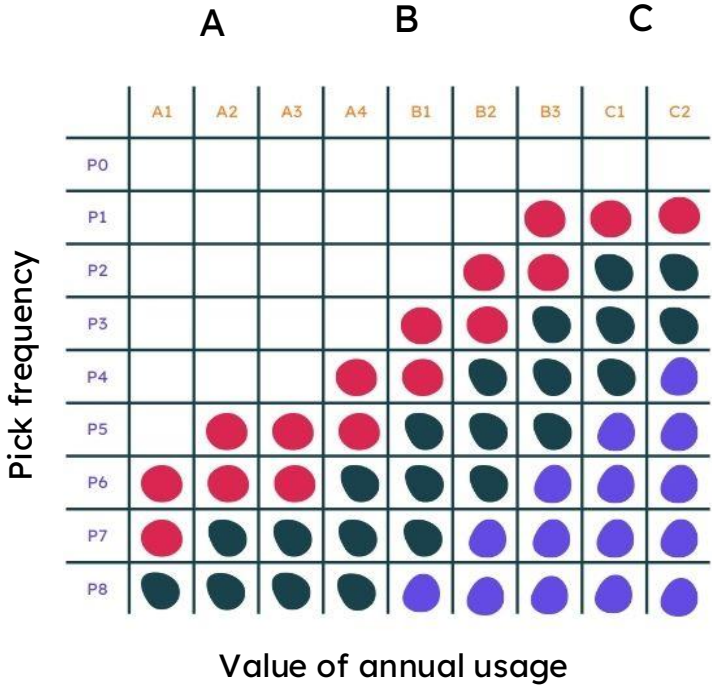
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This is EazyStock

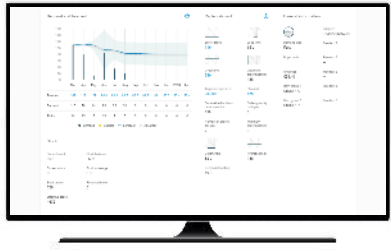
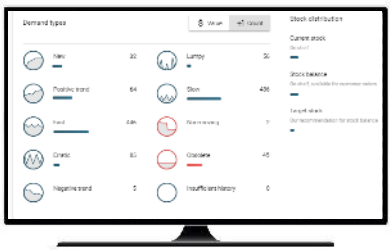
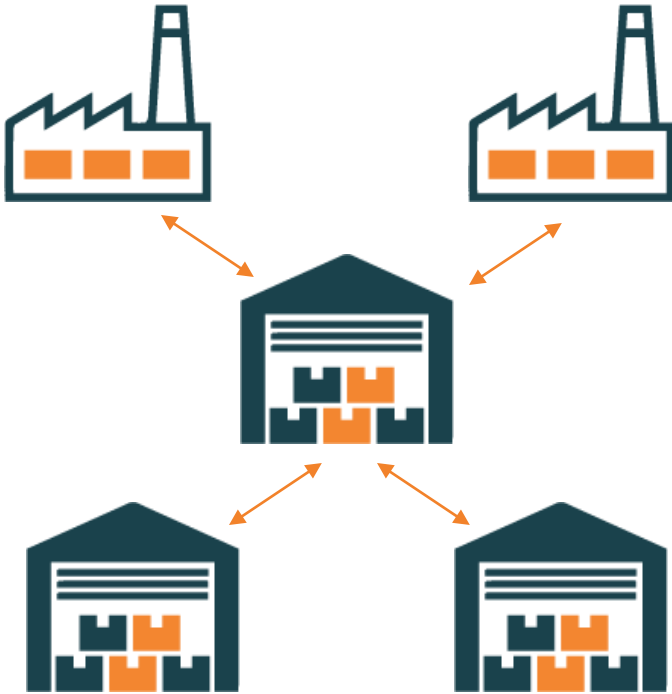
Forecasting



Inventory optimisation



Replenishment planning



EazyStock provides powerful capabilities to complement your ERP

Requirements

Accurately forecast demand

Optimise end-to-end inventory

Automatic replenishment

Collaborate with customer and suppliers

Strategic inventory modeling

Analytical excellence

EazyStock capabilities include:

Statistical forecasting

Market knowledge

Inventory optimisation

Order scheduling

Supply chain visibility

Stock redistribution

Performance indicators

Seasonality analysis

Forecast adjustments

Inventory simulation

Dynamic lead time

Virtual planning

Stock allocation

System console

Life cycle management

Forecast alerts

Bill of materials

Inventory alerts

Customer forecasting

Multi-echelon support

Business intelligence tool

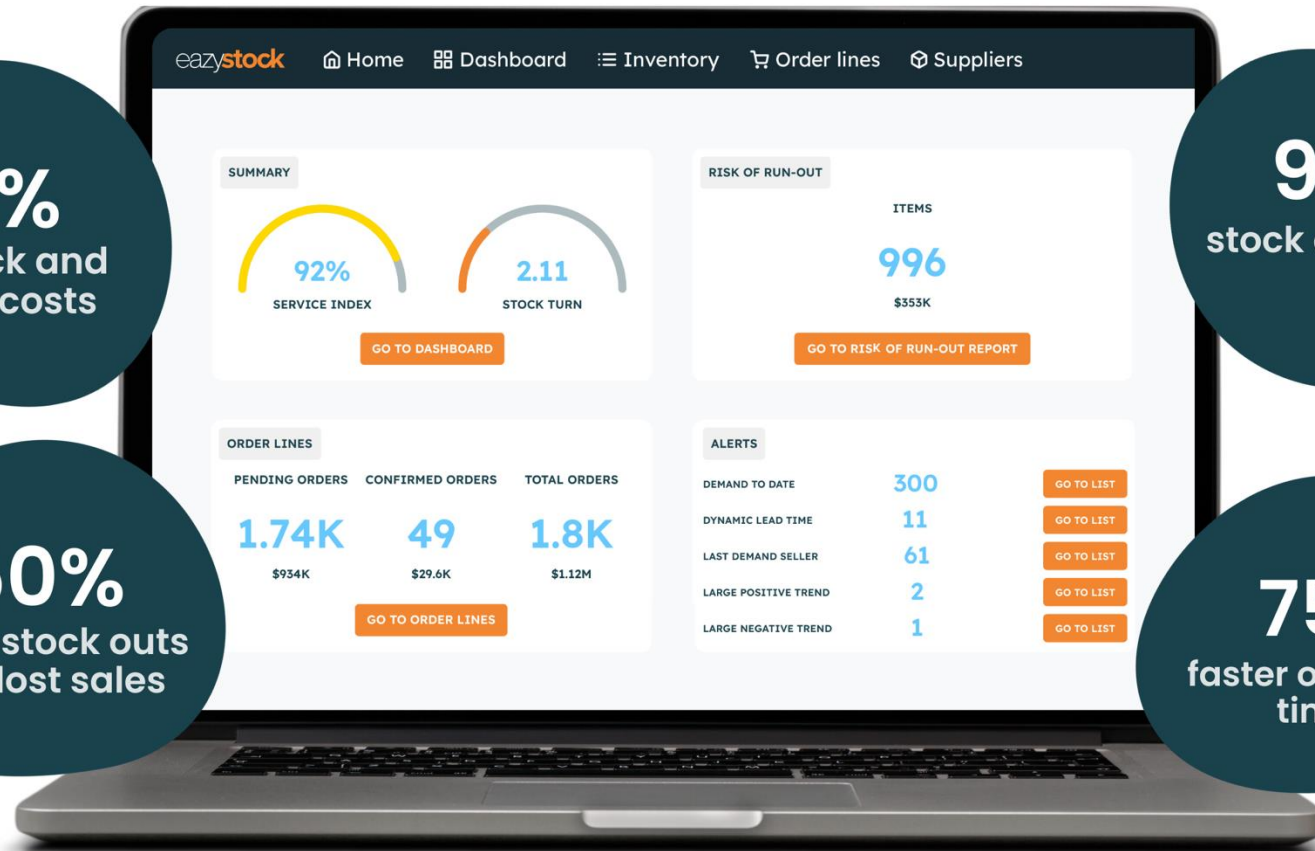
Optimisation easy

30%
less stock and
related costs

50%
fewer stock outs
and lost sales

99+%
stock availability

75%
faster ordering
time



AI empowered inventory optimization



Fastest to implement



Easiest to use



Most powerful

- **Easy-to-use, intuitive user interface** – guiding users towards the right actions.
- **Powerful features** – with simplicity and ease of adoption at the heart of our design
- **A highly customer-centric development process** – ensuring strong engagement with users, customers, and partners.
- **Releasing new versions every two weeks** – delivering additional customer value continuously.
- **AI that empowers users** – relevant, powerful, and truly helpful.

Part 1 – Home screen

Manage by exception and call to actions

Part 2 – Order screen

See recommended orders and confirm + eazyai 'why order'

Part 3 – Order fill-up

See order fill up

Part 4 – Item details

See items details (worksheet)

Part 5 – eazyai "Explain"

See eazyai 'explain' and chat with docs

Pre-recorded demos

Inventory Optimization

How to connect EazyStock?

Proven onboarding process

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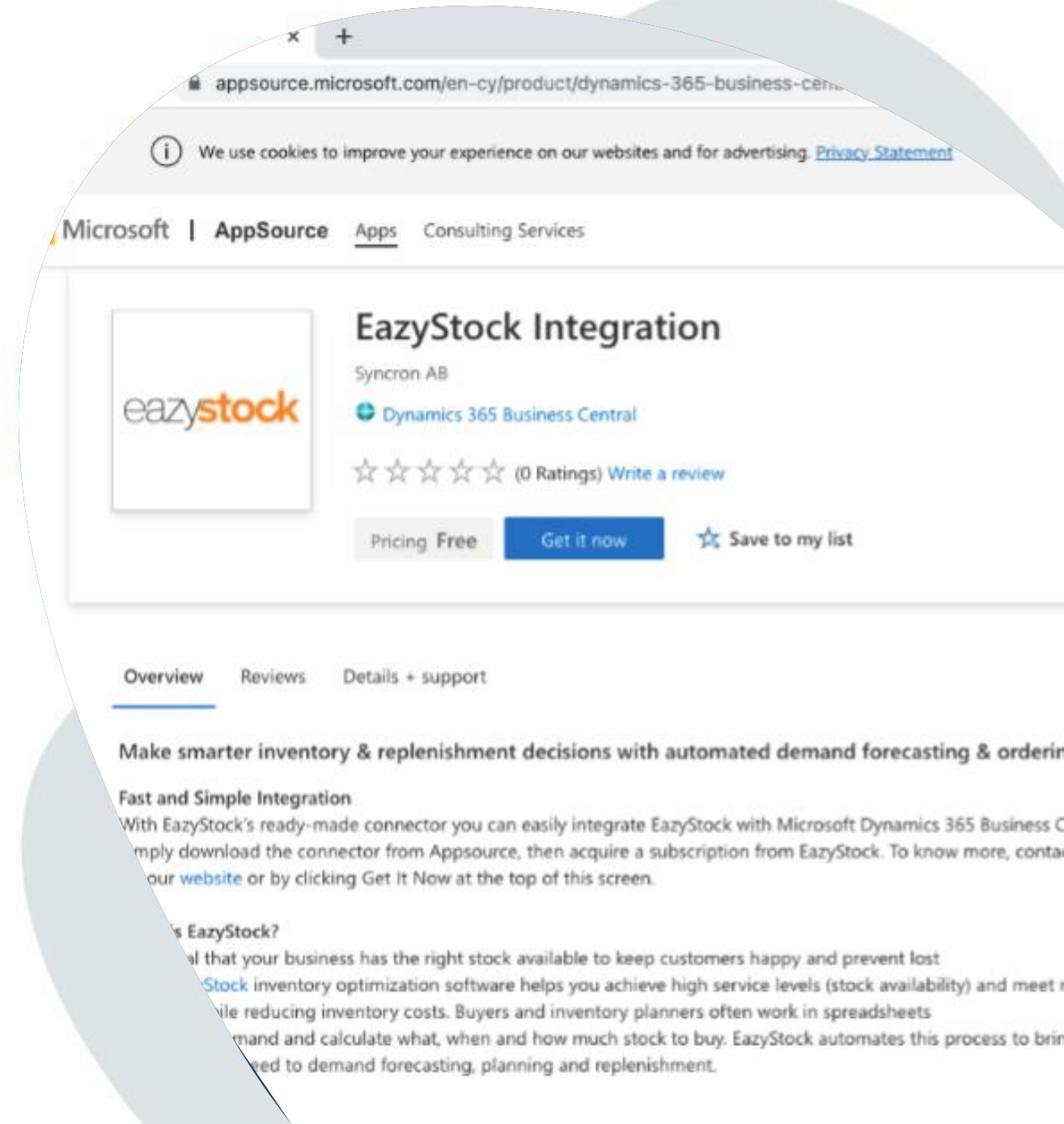
EazyStock and Business Central



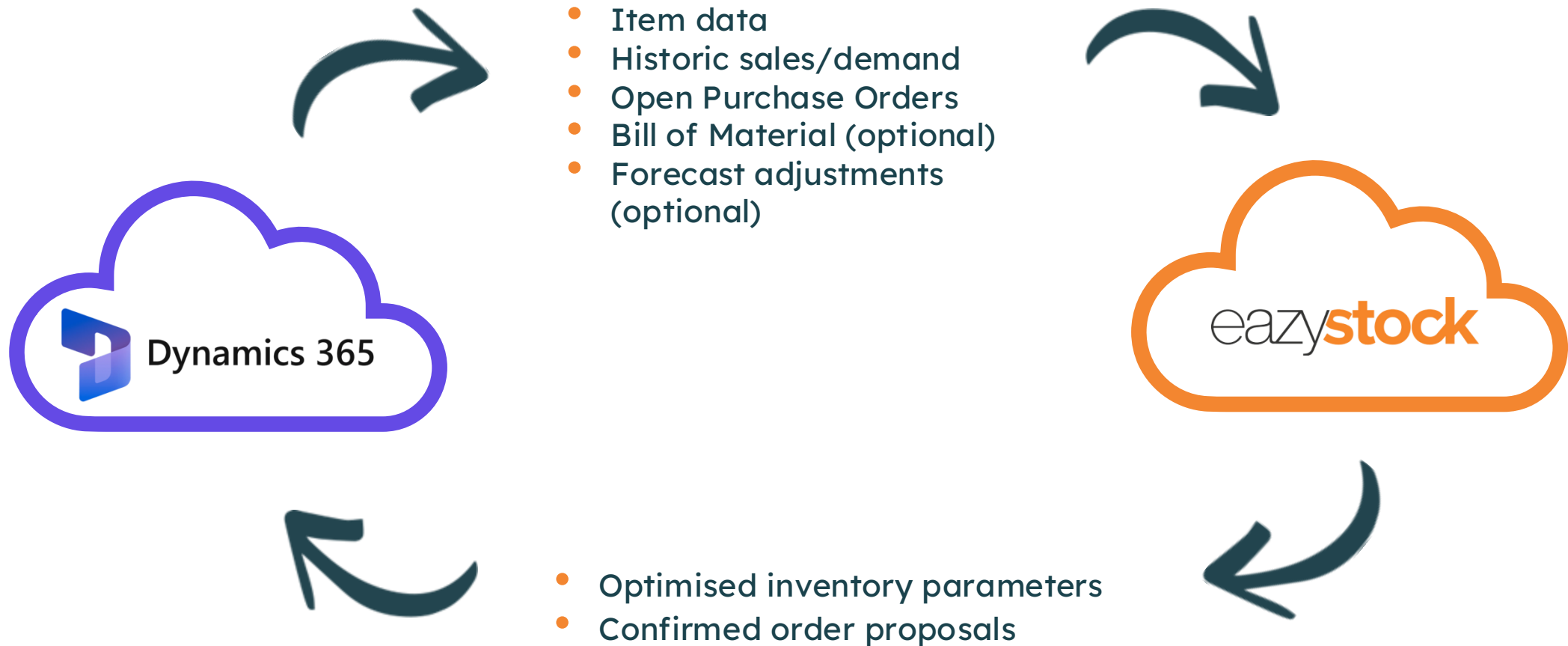
Microsoft Dynamics 365
Business Central

- Ready-made connector
- Available in Microsoft AppSource
- Fast, secure ERP integration
- Minimal IT effort

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Integration with Microsoft Dynamics NAV/BC



*Depending on which EazyStock edition you choose, EazyStock can fully automate the replenishment process or use the ERP for the order proposal process based on the optimal calculated inventory parameters from EazyStock

Your success is our #1 objective

- **Your success**
The fundamental component of the EazyStock business model.
- **Customer Success Manager (CSM)**
Allocated to you from day one of your interaction with EazyStock. Your CSM stays with you for life.
- **Supply Chain is what we do**
Our CSM team is made up of **people who love supply chain**, who understand your needs in a way that only supply chain people can.
- **Your CSM**
Establishes your EazyStock success blueprint. Connects implementation with real business results.
- **The same CSM**
Ensures those success milestones are met during and beyond implementation.





What do we deliver?

Hear from Henry Colbeck

About Henry Colbeck

The oldest independent supplier to the fish & chip industry:

- Serving the sector for over 130 years
- A family-run business known for exceptional customer service and next-day delivery
- £85m turnover, 160 employees
- Supply over 1,500 products including:
 - Frozen foods
 - Oils and fats
 - Packaging
 - Cleaning materials
- Operate from 2 distribution centres in Newcastle and Glasgow



Before EazyStock

Challenges:

- Outdated, manual processes causing inefficiencies and errors
- Excess stock tying up warehouse space and working capital
- More frequent stockouts, especially during seasonal demand changes
- Purchasing teams time spent largely on ordering – inefficient!

“We had been using Dynamics BC for 6 to 7 years, but its out-of-the-box inventory management was somewhat limited.”





The fact that EazyStock integrated so seamlessly with Microsoft Dynamics BC was a huge plus for us. We were worried about the transition, but it went smoothly. We were able to start optimising our inventory almost immediately.

Callum Belshaw

Lead Buyer

**HENRY
COLBECK**

What changed

Results:

- 10-15% reduction in stock holding with less stock outs
- Automated Replenishment – roughly 80% semi-automated ordering
- Better reports to identify potential out of stocks
- Improved forecasting accuracy
- Shift from reliance on individual's knowledge to managing inputs
- More time for strategic work!

“We no longer need to print out 200 pages and check stock manually every day and try to find a certain piece of paper again”



Advice to others

From one purchasing team to another:

- Don't rely solely on spreadsheets or out-of-the-box tools
- Fix stockouts by improving forecasting, not just ordering more
- Trust the data – confidence comes quickly and the job becomes easier
- Look for a solution with a strong support partner

“EazyStock has massively improved our business overall. It feels like a true partnership.”



Claim your complimentary stock health analysis

Let us do the heavy lifting.

We'll review your inventory data for free and uncover opportunities to optimise stock, reduce overstocking, and invest in the right products to drive growth.

Contact: info@eazystock.com



Questions?



Thank you

Enjoy the rest of Business Central Connect!