

Delivering Intelligent Solutions to SYNETIQ

CLIENT	SYNETIQ
SECTOR	Automotive
COST CATEGORIES	Photocopiers, Packaging, Office Consumables, Palletised Loads, Bulk Fuel, Fuel Cards

SYNETIQ is impressed by Expense Reduction Analysts' industry knowledge, approach to work and substantial savings delivered.

SYNETIQ

Established in March 2019, SYNETIQ is the largest salvage and dismantling company in the UK. SYNETIQ operates over 16 sites around the country, processes circa 100,000 vehicles each year and has an annual turnover of £130 million.

SYNETIQ'S CHALLENGE

As a merger of 4 businesses, the initial formation of SYNETIQ was very complex. Tom Rumboll, Chief Executive Officer at SYNETIQ, had the challenge of integrating the businesses, simplifying the complexity and most importantly, harmonising their ways of working and processes.

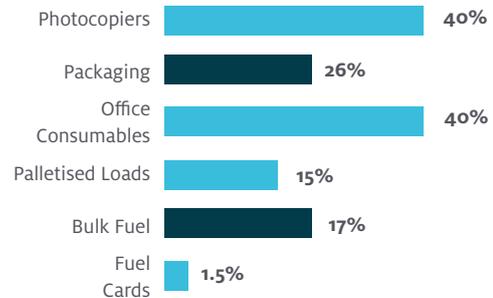
Recognising the immediate need to harmonise and simplify SYNETIQ's procurement processes, Tom used his LinkedIn platform and asked for recommendations for procurement experts.

Having previously run large procurement projects but never used external procurement experts, Tom listened to a recommendation from a trusted contact. He later met with Paul Duesbery, Principal Consultant at Expense Reduction Analysts (ERA).

In their initial meeting, Tom was extremely impressed with Paul's professionalism, pragmatism and how passionate he was about how ERA could help.

At the time, SYNETIQ was speaking to both ERA and other procurement specialists but on selecting ERA, Tom commented, "I was impressed by Paul Duesbery's grasp of the business and his proactivity. We loved his approach and the fact that he cared about us and our best interests".

SUMMARY OF SAVINGS



“

ERA have delivered incredibly valuable savings and supplier consolidation. This has given us much better control and efficiencies, and a level of insight to our spend which is priceless.”

TOM RUMBOLL,
CHIEF EXECUTIVE OFFICER, SYNETIQ

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ERA'S EXPERTISE

ERA's initial project was photocopiers as a test so SYNETIQ could understand how the process works and the savings that could be on offer.

Tom was incredibly impressed at the successful outcome delivered by ERA's Photocopier specialists, Brian Pinner and Neil Pinner who:

- delivered 40% savings on photocopiers
- reduced supplier numbers for a more efficient way of working
- gave SYNETIQ industry insights that they didn't have before

Tom also gained feedback from his team and learned from all levels across the business that they were very impressed by ERA's approach.

This fantastic outcome gave Tom confidence in their working relationship and resulted in him giving more projects to ERA.

The next projects, packaging and office consumables, again delivered impressive results due to the expertise of ERA's specialist, Malcolm Tait.

ERA's programme of work was extended to cover palletised loads and fuel, with ERA continuing to demonstrate their wide range of industry expertise with their specialists, Craig Warhurst, Ken Rogers and Duncan Rogers.



“

ERA have delivered exactly as they said they would, in a way that's absolutely best for our business and in the right way. I would recommend ERA's services without hesitation.”

TOM RUMBOLL,
CHIEF EXECUTIVE OFFICER, SYNETIQ

BENEFITS

Working in partnership, SYNETIQ and ERA have:

- completed 6 projects
- delivered £150,000 of annualised savings with more to come
- consolidated suppliers by reducing the number from 35 to 7 across all projects reviewed - giving SYNETIQ much better control and efficiencies going forward

Whilst the savings were incredibly valuable to SYNETIQ, they found the insight gained from the quality and detail of ERA's reports and ongoing monitoring priceless.

The reports provided by ERA were really detailed but well constructed and easy to read and understand. This helped SYNETIQ bring other colleagues up to speed when helping them recognise where the company is in relation to a specific cost line and creating a value-aware culture. SYNETIQ now have no doubt where they spend money, who spends it, on what and from whom.

SUMMARY

SYNETIQ and ERA's relationship quickly developed into a trusted partnership. Not only as a result of savings, but also because of ERA's depth and breadth of industry knowledge and their ability to professionally engage with all departments and levels across the business. SYNETIQ colleagues' support for ERA and the way ERA works has allowed SYNETIQ to move on its simplification journey much faster.