



Crystal Martin improve collaboration with  
Microsoft Office 365

# Customer Profile

## Number of Employees:

Approximately 13k

## Region:

Europe and Asia

## Industry:

Clothing Manufacture

## Profile:

Crystal Martin is a division of the Crystal International Group (<https://www.crystalgroup.com/>), manufacturing clothing for major High Street retailers. Factory locations in Sri Lanka, Bangladesh & Cambodia, Commercial offices in Nottingham, UK & sourcing offices in China.

The range of products include lifestyle wear, intimates and sportswear.



# The Challenge

Crystal Martin was originally aware of the challenges it was facing and decided to pull together a few main points, so they can begin transforming the organisation to achieve its goals. Crystal Martin shortlisted to four main challenges:

1. Airfreight Authorisation – Having the right access to control the costs associated with air freight vs sea freight with importing and exporting, both raw materials and finished goods.
2. Lab Dye Trackers – The technical process of fabrics being dyed to a particular colour, needed a tool to both progress chase and gather statistics.
3. Global Videos – Operating out of three countries can prove to be a challenge, Crystal Martin needed a solution to share videos of manufacturing best practices more effectively.
4. Order Book Summary – With 10 different commercial areas in the business all with various spreadsheets showing customer order details – this can be very hard to manage, keep up to date and organised.

Crystal Martin at the time was using Microsoft Excel, working from the spreadsheets to store all relevant information – this is no longer fit for purpose due to:

- The amount of information stored
- The increasing number of individuals accessing the document
- It being shared across various countries

It simply wasn't practical anymore.

# The Solution

To achieve Crystal Martin's business goals, Microsoft Office 365 was implemented into the organisation, making minimal environment changes.

Adopting Microsoft Office 365 provided Crystal Martin access to share knowledge and recommendations across the organisation alongside upskilling its internal staff to support them with the organisation's changes, challenges and process improvements.

*"Microsoft suggested risual Ltd would be good to be involved with the training days, supporting the organisation to get skilled up on the relevant Microsoft Technology. At the time, we hadn't completed any training for quite some time, so it became a slight struggle to get everyone up to date and aware of how to use the technology, but the help and knowledge providing from risual was great."*

## **Roger Hall, Chief Information Officer at Crystal Martin**

Once the Microsoft Office 365 suite had been implemented, Crystal Martin focussed on a handful of available applications:

1. PowerApps
2. Power BI
3. Flow
4. SharePoint
5. Skype for Business
6. Teams
7. Stream

Crystal Martin work across various countries including, the UK, Sri Lanka, Bangladesh and Cambodia [further offices being based in China] and as mentioned in the challenges section, they found it difficult to overcome the communication issues they were facing. Not having access to the right tools to have real-time conversation proved to be very difficult for the organisation and affected valuable costs and time. Skype for Business was implemented into the environment allowing the organisation to overcome these challenges.

# Working with risual

*"The help and guidance from the team at risual who supported us with the training was the most attractive thing about risual. The likes of Abby Williams [Business Analyst Consultant] and Geoff Abram [Productivity Team Managing Consultant] showed outstanding knowledge to get us up and running on this new system."*

**Roger Hall, Chief Information Officer at Crystal Martin**

# The Benefits

Since the implementation of Microsoft Office 365, Crystal Martin are expected to see a series of benefits throughout the organisation. Due to the project still being in early days, only a small amount of benefits have been noticeable such as an increase in knowledge on the technology across the business and improved productivity.

Further benefits expected to be seen by Crystal Martin include:

- Increased collaboration
- Increased communication
- Increased information visibility
- Cost savings

*"Now that Crystal Martin have adopted Office365 they can begin transforming as an organisation, meeting future business requirements, improving productivity and efficiency along with saving costs. It will modernise the organisation's environment and provide lots of new tools and technologies to enhance the work processes."*

**Jack Thompson, Account Manager at risual Ltd**

*An updated case study will be published within the next two years with the benefits Microsoft Office 365 have provided to Crystal Martin.*



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