

Elemy Group Limited

Using digital adoption to transform company culture and deliver change management

“Digitalisation and Made Smarter can be the catalyst to help improve the economy.” ”



Elemy Group, which comprises two businesses - Elemy Group Ltd and Anglia Composites Ltd - specialises in the design, supply, fabrication, and installation of Glass Reinforced Polymer (GRP) and composite products, alongside niche carbon steel, stainless steel and aluminium metalwork activities.

The Redcar headquartered business worked with Made Smarter to introduce a new Customer Relations Management (CRM) system, but more importantly, deliver a culture change across the organisation to accelerate the adoption and integration of digital technologies across the Group.

The Challenge

Both businesses within Elemy Group were heavily reliant on manual processing systems - specifically Microsoft Excel - to manage workflow and track orders. Managing Director Richard Brine recognised that if the Group wanted to continue its ambitious growth plans they would need to adopt a new approach: one that changed behaviours and promoted the benefits of digitalisation.

Richard said: “For us, taking part in Made Smarter was about much more than just accessing grant funding, it was about delivering a cultural change to improve productivity and efficiency through digital tools. I wanted our senior leadership team to recognise that by investing in digital transformation we could improve time management, greatly enhance internal communications, increase workflow, and streamline so many aspects of our work - from project management right through to invoicing.”

The Solution

Four members of Elemy Group's senior leadership team took part in the series of Made Smarter workshops to understand what digital solution would work best for their business. Networking with other businesses taking part in the programme helped Elemy Group understand their specific requirements and the need for a tailored digital package. “Without Made Smarter, those conversations wouldn't have happened,” commented Richard.

“With the support of the programme we developed a robust business case and adoption plan to purchase and incorporate a new Customer Relations Management (CRM) system across both businesses. We now use Monday.com for workflow management in our Sudbury and Redcar locations, and we're also in the process of transitioning to Xero to improve financial management and deliver greater stock control.”

The Benefits

When Elemy Group first introduced the new Workbooks CRM to staff they found it integrated seamlessly. “People were not complaining about the change, I wasn't hearing “yes.... but” at all,” said Richard. “I think everyone immediately saw how it added value to the techniques and processes we previously used.”

The next stage in its new digital journey will be the adoption of a Stock Management System that can integrate into its CRM. “All the learning we've benefitted from through Made Smarter can be migrated into other projects. It's really helped us focus on what the company needs to do for the right output.

“For me, the real benefit of the programme has been change management, and the way the company as a whole is now embracing digitalisation.”

The Future

Following lots of organic growth, Elemy Group plans to continue expanding the business and reach a £10 million turnover in the next three-four years. Richard said: “Our plan is to continue our growth plans and position ourselves as the best in the marketplace. Elemy Group is unique in that we are the only company of our type that delivers both GRP and secondary metalwork. We want to capitalise on that USP, and our new commitment to grow through digital adoption, to boost our presence in the sector and our market position.

“It's also incredibly important to us that we contribute to the advancement of the manufacturing sector in the Tees Valley region. Digitalisation and Made Smarter can be the catalyst to help improve the economy.”

