



NEWS

Release date: 6th March 2009

Electrifying Results from The Factory campaign

K3 Business Technology Group has unveiled the second episode of its light-hearted six-part mini-series, The Factory, which follows off-the-wall boss David's quest for the perfect ERP solution.

In Episode Two David is off to Ware to visit Astute Electronics to see for himself the 'electrifying' results of another company successfully streamlining its business processes using SYSPRO ERP.

Astute Electronics has been happy to take part in this innovative marketing campaign which takes a humorous look at the serious aspects of helping businesses run more efficiently.

Astute specialises in the sourcing, testing and supplying of high quality semi-conductors for demanding applications. SYSPRO has helped Astute serve customers globally and surge forward as one of the world's leading suppliers of fully tested and warranted electronic components. It has also enabled Astute to record all of the stringent test results and benchmarking of goods to ensure accurate traceability and the highest standards are maintained for its customers.

Simon Humphreys, IT manager at Astute, said: "We are a lot more in control of what we do. SYSPRO speeds up the process incredibly – in fact, we can safely say that from order to shipment we have shortened the cycle by 15 per cent.

If you missed the first episode, catch up on the story at: <http://www.k3scs.com/thefactory> where viewers can subscribe to exclusive alerts when new episodes in the series become available.

ENDS





For further information, please contact:-

Editorial – Tracey Drain, Marketing, K3 on 0161 876 4498, or Denise Taylor, Bridge PR on 024 7655 3333, or e-mail denise@bridgepr.co.uk.

