

# eG Enterprise overcomes ERP System Performance Issues at UK's Leading Hot Beverage Group with End-to-End Monitoring



## The Client

The client is a family business renowned for selling outstanding tea and coffee. It has a rich heritage dating back to the early 20th century when the company's founder opened his first café. Since then, the company has gone from strength to strength and now offers some of the best-selling tea and coffee brands in the UK.

It also runs a number of branded cafés, tea rooms, and shops. The first of these opened in North-East England over 100 years ago. More recently, the business has diversified with a successful online mail ordering service. This offers a wide range of luxury products, including hampers, cakes, chocolates, tea, and coffee.

The company employs an average of 60 call center staff, rising to around 100 during busier periods. 50 percent of its online sales take place in the eight weeks leading up to Christmas, with additional peaks around Easter and Mother's Day. When the Coronavirus pandemic hit in 2020, the subsequent lockdown resulted in an uplift in online sales equivalent to that of the busiest trading times.

## The Challenge

The company was experiencing issues with the ERP system for its mail order processing and despatch platform, which were thought to relate to the backend database. The site runs on Microsoft Dynamics AX with a SQL Server relational database management system and additional bespoke code. It handles all orders for the business, including those placed online as well as others entered manually by staff as a result of telephone orders.

The staff were experiencing several issues, which were exacerbated during busy trading periods. These included system delays when processing telephone orders as well as problems loading bulk orders. In addition, the printing of barcodes for packing labels would intermittently grind to a halt. With set courier pick-up times, this could result in



"Before eG Enterprise, we were plagued by multiple issues daily. We were reliant on staff from the call center contacting us to tell us that things weren't working properly. There were also instances where they didn't notify us of issues, hoping that these would resolve themselves – but of course, this often made things worse."

**James Targett,**  
*Application Service Delivery Manager,  
UK's leading hot beverage company*

## Key Benefits

- ✓ Continuous end-to-end Application Performance Monitoring (APM)
- ✓ Improved uptime and increased IT operational efficiency
- ✓ Intuitive interface across a single pane of glass
- ✓ Faster troubleshooting and root cause analysis

## Why eG Enterprise?

- ✓ Proactive alerts for early detection of issues
- ✓ Deep diagnostics and actionable insights increase agility in responding to issues
- ✓ Built-in reports and trend analysis track changes of activity on components
- ✓ Automated performance correlation and root cause diagnosis

delays to deliveries, causing potential issues if customers had booked a specific delivery slot.

Apart from affecting staff morale and productivity, these complications had a negative impact on overall customer experience. In many cases, customers were kept waiting on the telephone because of delays to the system, which proved to be extremely frustrating for both parties.

James Targett, Application Service Delivery Manager at the company, had previously tried increasing server resource database table sizes, and also invested in additional hardware resources. However, despite this, the issues continued. The business had previously been using Microsoft Dynamics monitoring tools and evaluating CPUs from a resource level. However, with Christmas 2020 fast approaching, it was decided that a more sophisticated method was required to gain a better understanding of application performance and help resolve any issues experienced. **The business was keen to explore an APM solution compatible with Microsoft Dynamics AX and, following consultation with our tech partner, KedronUK, turned to eG Innovations.**

*"We operated six servers and were previously experiencing issues on a daily basis. Often, we would spend a half or even a full day drilling down to try and find the root cause so we could patch this. Not only was this time-consuming, but there was also room for human error. It was a horrible way to work, as it felt like we were stumbling around in the dark."*

*- James Targett, Application Service Delivery Manager, UK's leading hot beverage company.*

## The Solution

The eG Enterprise suite from eG Innovations provides a dedicated, out-of-the-box monitoring tool fully compatible with Microsoft Dynamics. Offering an end-to-end solution, it is designed to help improve business outcomes with IT monitoring and proactive performance management.

Metrics monitored include client sessions, requests, and processing rate. This gives Microsoft Dynamics administrators a clear picture to help understand the load and responsiveness of their platform. The eG Enterprise suite also monitors host server performance. It provides

visibility of key data such as CPU load, disk I/O and memory consumption to help identify the impact of these various elements on the performance of Microsoft Dynamics.

The easy-to-use interface offers a single pane of glass, wherein administrators can build a bespoke and intuitive dashboard tailored to their monitoring requirements. This enables them to view the status and performance of server components critical to the operation of Microsoft Dynamics, easily isolating bottlenecks in any layer of the application and operating system.

## The ROI Delivered by eG Enterprise

### Improved Application Availability

One hour of downtime can cost businesses hundreds of thousands of pounds in lost revenue. By monitoring, proactively detecting, and quickly resolving application issues, eG Enterprise helps to prevent downtime. This ensures optimum performance and user satisfaction at all times.

### Enhanced Operational Efficiency

Issues can be diagnosed with just one click, empowering helpdesk staff to manage and troubleshoot performance issues. As a result, organisations can make significant savings by streamlining their IT operations.

### Cost Savings

Businesses often resort to additional hardware resources in a bid to solve performance problems. As well as being costly, this can have a detrimental impact on IT transformation initiatives. eG Enterprise helps to identify bottlenecks, maximize resource utilisation, and reduce hardware and software costs to right-size the IT infrastructure.

### Performance Optimization

With IT infrastructures becoming software-defined, adding more hardware is only a temporary solution when it comes to alleviating performance problems. By providing visibility into the performance of every layer, eG Enterprise can help optimize current infrastructure investments to do more.

## SaaS Deployment

The client opted to deploy eG Enterprise through the eG SaaS platform, minimizing the on-premises requirements and reducing the time to deploy the system. This ultimately accelerates ROI for the company.

*“We were dealing with a lot of uncertainty. We didn’t have an in-depth insight, so often it was a case of taking an educated guess without truly knowing whether we had reached the right conclusion. eG Enterprise has provided a level of insight that we simply didn’t have previously. The real-time traffic light alert system means we know straight away where to look for the issue, and useful help articles offer explanations on how to fix things in layman’s terms. In many cases, we are now able to fix issues before staff are even aware of them.”*

*“Resolving issues was previously a full-time job and, based on support tickets, the uptime of AX was roughly 90 percent. It is now around 99.9 percent and any issues identified are now generally upstream. AX has never been so quiet, and last Easter we experienced no downtime for the first time ever. We have received a ‘thank you’ from the business for the results this has helped to deliver, and the extra time that this has freed-up for us means we are now able to focus on other projects, which would previously have been impossible.”*

**James Targett,**  
Application Service Delivery Manager  
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## About eG Innovations

eG Innovations is dedicated to helping businesses across the globe transform IT service delivery into a competitive advantage and a center for productivity, growth, and profit. Many of the world’s largest businesses use eG Enterprise to enhance IT service performance, increase operational efficiency, ensure IT effectiveness, and deliver on the ROI promise of transformational IT investments across physical, virtual, and cloud environments.

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