



JMS – The Brains of the Business

With turnover up 250% in two years, Russell Pengelly has had to move premises and recruit more staff. The interesting news about Russell's success is that he attributes it to Joinery Management Software (JMS) by Joinerysoft.

Joinerysoft's JMS allows Russell to quote, produce cutting lists, glass reports, timber summaries and also invoice. It is designed specifically for bespoke joinery and comes in modules for casement windows, sliding sash, doors and doorframes, screens and bill of materials. Its key selling point is its ease of use, without losing any of the control needed for bespoke joinery.

Russell Pengelly, of RJP Joinery, in Beaconsfield, has



been involved in joinery since 1990's. Spending 11 years in Germany, Russell came back to the UK in 2001 and started his own business with a small workshop. Customers soon heard about Russell through word of mouth. Six years later Russell now has a 300 sq

metres workshop, with 4 joiners and 2 admin staff. The business moved two years ago, because the company had expanded so much he needed additional space. He's also just ordered a SCM Windor 20 to expand the business further, so he could

end up moving again – hopefully.

On return to the UK Russell was searching for software to help manage the business. In Germany he had been using software for a number of years, but there was nothing relevant in English for the UK market. Back in 2005, Russell received a leaflet for Joinerysoft's Joinery Management System. Russell confirms, "I think I rang them up the same day and arranged a demo. When I first saw the software, it couldn't do everything I wanted, but I could see the potential. JMS was developing fast, and I knew I wanted to be in on it. Two years later JMS has developed and improved further and is what I expect from joinery software."

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Without any training initially, Russell was able to pick up JMS without problems. The software now includes so many extra features Russell is now considering extra training, just to ensure he get the most from it. Given a technical manual with the software, Russell prefers to speak to someone rather than look the answer up. He says, “Joinerysoft support was always on hand to answer questions no matter how small. I’ve built up a good relationship with the team. “

Before Russell bought JMS he was guestimating, a situation he wasn’t happy with. He confirms, “I would either spend 3 days on a complicated quote and then get upset when we didn’t get the order, or give the customer an approximate price which could fluctuate by

10% either way. This didn’t give customers confidence in my prices either. Now I can give a fixed price accurate down to the smallest screw. I have peace of mind that my labour and timber prices are accurate, making my profit secure.” Russell confirms, this information gives him the ability to work out how much money he will have spare at the end of the month, and whether he can afford an extra piece of equipment or not.

Producing joinery mostly for larger builders, rather than the general public, he does also cater for small customers. Jobs can range from 1 window to 100 windows. The difference with JMS is that Russell has the information at hand to be more selective about which jobs he takes on, and can

adjust prices to suit customers and ensure that he still makes money. Since moving premises Russell has won work on a lot of new build projects. He is able to do the whole lot including window profiles. Russell confirms, “All my windows and doors go through JMS, and now with the latest module Bill of Materials (BOM), I can price skirting and architrave as well.”

Too busy to quote seems to be an occupational hazard of many joiners these days. Russell agrees, “I didn’t have time to quote every job. JMS saves me so much time that now everything gets quoted, nothing gets missed. I estimate that JMS now saves me around 40 hours each week. With the amount I’m putting through JMS that is how long it would have taken

me to quote in the past.” JMS has changed Russell’s life considerably, he states, “**I used to spend every evening and weekends quoting, ruining any family life – now I’ve got my life back!**” Helping with cash flow too, JMS enables Russell to invoice the same day jobs go out instead of waiting until he has no money.

Quoting is so quick that Russell can quote with the customer present. This is especially good if the customer wants him to design a window. In the past Russell wouldn’t have had the time, but with JMS the customer can see what they are getting with a true scale drawing, instantly. Russell’s philosophy is that, “If I can show the customer what they want, they are more likely to place

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the order straight away. I always ask for 30% up front, so while the customer is in the mood to buy I can secure the order by quoting quickly, instead of presenting a quote, weeks later, when they may have had second thoughts.”

Russell confirms, “In the past I was mentally exhausted after quoting. Now **JMS is the brain of our company. It takes all the stress out of paperwork.**”

We are winning bigger jobs with JMS. Our trade customers confess we’re not the cheapest, but they like the way our company is presented. JMS quotes always look professional, and the diagrams show them what they are getting. We used to win 100% of jobs but not quote every one. Now we

win 95% but are quoting 10 times more.

Russell uses JMS timber reports to order his wood directly from his supplier. This has resulted in a reduction in stock that he holds. Russell confirms, “We can now order just the right amount of timber to cover the order, and know that it is accurate.”

About the future Russell, comments, “Investing in CNC is the next step for us and we are looking forward to when JMS speaks directly to our machines. For the time being we can manually program our CNC machines directly from JMS cutting lists, but in the near future we’ll be able to run our machines from within JMS too. The future with JMS is on-going.”

Russell is convinced that JMS has been a major contributor to his success. He concludes, “JMS has directly increased my turnover, nearly 250% over the two years I’ve used it. My relationship with Joinerysoft is growing all the time. Support is superb and using JMS has given me my life back.”



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