



Persimmon: Experts at IT migration

Persimmon successfully integrated new acquisition Hillreed Homes onto its COINS system in record time, without outside assistance.



THE ISSUE: INTEGRATING NEW COMPANIES INTO EXISTING IT SYSTEM

Persimmon Plc. is one of the top performing companies in the house building/property development sector, according to Construction Index.

Established in 1972, the company has grown rapidly both organically and through acquisitions, including the major acquisitions of Beazer Group plc in 2001 and Westbury plc in 2006. In October 2012, Persimmon acquired Kent house builder Hillreed Homes for £35.7 million in a strategic move that increased its land bank by some 3,400 plots in the South East market.

Successfully integrating a new business into an existing IT system can be a huge challenge. Very often, it requires the costly help of a third party or consultancy to make the transition. Persimmon is the perfect example of how IT migration can be achieved in house, in a short timescale, thanks to COINS. Hillreed Homes is yet another acquisition to be moved onto Persimmon's system. This not only demonstrates Persimmon's ability to move new businesses onto the COINS platform with relative ease, but the robustness, scalability and flexibility of the COINS offering too.

COINS has worked with Persimmon for over 15 years and a strong partnership has developed over the years. Since the first installation in 1998, COINS has become a fundamental part of Persimmon's business, supporting increased profits and efficiency throughout a period of massive growth. Similarly, in the economic downturn, Persimmon's investment in COINS Open Architecture [OA] has helped to standardise processes, keep a firm lid on costs across the group whilst providing very high levels of system reliability and availability.

HIGHLIGHTS

- Top performing house builder/property developer
- COINS client since 1998, through periods growth and economic downturn
- New acquisition Hillreed Homes is live on COINS system within three-month window
- Stability and reliability of COINS has meant that Persimmon achieved 100% availability for its staff throughout the migration project
- COINS provides for seamless integration of incumbent system data without degradation
- Total of 750 users at 24 offices around the UK

The ability of Persimmon to quickly integrate the businesses they acquire into the COINS solution is not only due to the partnership with COINS, but the stability of the product, the ease with which new business units can be added and an extremely focused IT department at Persimmon that is intent on getting the job done on time. The recent acquisition of Hillreed Homes was no exception.

Nigel Salisbury, Business Systems Manager of Persimmon said, "It took us just three months to integrate fully the new business into COINS. When we acquire a business such as Hillreed, we extract the minimum amount of data we need, migrate it into COINS and then immediately archive any acquired systems. We are always confident that this approach will work due to the ability of COINS to integrate new businesses without the fear of degradation."

For the staff at Hillreed Homes, migration to the new system was fairly painless because the incumbent systems were not highly integrated. The introduction of COINS into the business was welcome and seen as a positive step.

“One of the biggest benefits of COINS OA is that it is a modern, customisable, web-based solution...”

Rob Holden,
Group IT Director for Persimmon

COMPLETING THE MOVE TO COINS OA

As a COINS client since 1998, parts of Persimmon's COINS system were on the legacy COINS Plus application rather than the current COINS OA version. Persimmon now has a total of 24 offices around the UK and 750 COINS users, all of whom are in the process of a successful migration from COINS Plus to COINS OA.

Rob Holden, Group IT Director for Persimmon says, "One of the biggest benefits of COINS OA is that it is a modern, customisable, web-based solution that incorporates a number of great new features. Training has been straightforward and our users have found the system easy to navigate and enjoyable to use."

Construction Industry Solutions Ltd

COINS Building
11 St Laurence Way
Slough, Berkshire
SL1 2EA

T +44 1753 501000
F +44 1753 711010
E salesinfo@coins-global.com
W www.coins-global.com

ADDING VALUE WITH COINS

Persimmon believes that COINS OA reporting is extremely valuable to their business, for example one of the great features is the ability to automatically schedule and email reports to sub-contractors, detailing their outstanding tasks for the week. The reporting tool simplifies the delivery of management information to the business. OA Designer allows end users to configure reports drawing on data from any table in the COINS database and reports can be delivered as a PDF file, spreadsheet or XML document.

Persimmon also uses automated text messaging services integrated with COINS to send customer service reminders about potential appointments. This versatile tool allows appointment messages and reminders to be designed and customised within the COINS software. It is helping Persimmon to be more time-efficient and enabling them to improve the quality of communication and customer service experience for their clients.

Rob Holden says, "One of the most important points about the whole migration from COINSplus to COINS OA is that it has been achieved without any business disruption using existing resources and without any increase in overall budget."

Nigel Salisbury adds, "At Persimmon we are risk averse and the stability and reliability of COINS has meant that we have achieved 100% availability for our staff. By this I mean that there has been no system failure or downtime. In addition, the COINS OA implementation has contributed to improvements in Persimmon's business processes."

Rob Holden says, "We believe that as a major house builder, Persimmon has led the way in terms of deploying integrated software package technology in the house building sector."

Persimmon is a perfect example of how COINS can be deployed within a short time frame on a large scale, capable of absorbing additional data seamlessly and without any performance degradation. The rapid integration of Hillreed Homes into Persimmon's COINS installation has proved, once again, that COINS can be easily extended and configured to support both growth and the changes in business structure, that are a common occurrence in construction and property businesses."

