

# Jim Lawrence Ironworks: Achieving Warehouse Accuracy and Production Visibility with Business Central and Insight Works Apps

## Summary

### Customer

Jim Lawrence  
jim-lawrence.co.uk



### Industry

Interior Fitting Designers and  
Manufacturers

### Partners

Insight Works (ISV)

### Solution

- Microsoft Dynamics 365 Business Central
- Warehouse Insight
- WMS Express
- License Plating
- Advanced Inventory Count
- Shop Floor Insight
- Dynamic Ship
- Counter Sales (in deployment)

### Results

- Warehouse picking errors eliminated through barcode-driven workflows
- Real-time inventory visibility through handheld scanning
- Labour time captured against production orders for the first time
- Reliable inventory counts with automated lot reconciliation
- Multi-carrier shipping replacing a faulty custom workaround
- Single connected ecosystem across warehousing, production, and shipping
- Improved workshop efficiency with fewer production shortages



## ABOUT JIM LAWRENCE IRONWORKS

Jim Lawrence Ironworks designs, manufactures, and sells interior fittings from its workshops in Hadleigh, Suffolk. The team manages the full production cycle in-house, from blacksmithing and glass blowing through to finishing and direct-to-consumer fulfilment.

## BUSINESS CENTRAL GAPS FOR A COMPLEX UK MANUFACTURER

Jim Lawrence Ironworks needed accurate warehouse picking, reliable inventory counts, structured production time tracking, and a replacement for a badly written shipping customisation, all after migrating to Business Central.

Standard BC alone could not support a manufacturer of this complexity, and the team was clear that bringing in multiple vendors was not the answer. The goal was a single connected suite of purpose-built tools across warehousing, production, and shipping.

## HOW JIM LAWRENCE IRONWORKS EXTENDED BUSINESS CENTRAL ACROSS WAREHOUSE, PRODUCTION, AND SHIPPING

Jim Lawrence Ironworks deployed several Insight Works applications alongside Microsoft Dynamics 365 Business Central Cloud to address warehouse accuracy, inventory management, production costing, and outbound shipping.

**1. Warehouse Scanning and Stock Movement with Warehouse Insight:** The warehouse team used Warehouse Insight on handheld scanners to manage picking, stock movements, and outbound shipments directly in Business Central. The scanning workflow replaced error-prone standard BC processes and brought real-time accuracy to every warehouse transaction.

**2. Structured Cycle Counts with Advanced Inventory Count:** Inventory staff used Advanced Inventory Count to conduct structured physical and cycle counts, with multi-user count entry, flexible count sheets, and automated reconciliation of lot and serial numbers.

**3. Pallet and Container Tracking with License Plating:** The team used License Plating to track mixed-item pallets and containers using unique licence plate

numbers. Employees scanned a single LPN rather than individual items, reducing scan volume and improving traceability across the warehouse.

**4. Production Time Capture with Shop Floor Insight:** Production staff used Shop Floor Insight to capture labour time against production orders via barcode scanning, giving the business its first reliable view of job costs and shop floor productivity.

**5. Multi-Carrier Shipping with Dynamic Ship:** The team used Dynamic Ship to replace an unreliable shipping customisation, connecting multiple carriers, enabling real-time rate comparison, and printing labels directly from Business Central.

**6. Showroom Order Entry with Counter Sales:** Jim Lawrence is currently deploying Counter Sales in its showroom locations for walk-in sales with a purpose-built order entry screen, barcode scanning, and flexible payment options inside Business Central.

All applications operate within a unified Insight Works ecosystem, allowing Jim Lawrence to manage every stage of its operation from the workshop floor to the sales counter without relying on disconnected tools or multiple vendors.

#### **A PHASED IMPLEMENTATION BUILT ON PROCESS DISCIPLINE AND STAFF TRAINING**

Jim Lawrence Ironworks began deploying Insight Works applications in 2016, starting with Warehouse Insight as the foundation for warehouse operations. Additional apps were introduced progressively as the team's knowledge of Business Central deepened and new operational gaps became apparent.

The implementation was not straightforward. Moving from legacy software and manual processes to a fully scanned warehouse environment required every aspect of the operation to change at once. The team worked through a demanding transition period, with most of the implementation effort focused on process redesign and staff adoption rather than application configuration. The original Microsoft partner was replaced during the rollout, and Technology Management took over ongoing support.

Insight Works provided dedicated European support throughout the warehouse deployments, which Jim Lawrence credits as a key factor in the success of the Warehouse Insight implementation. Additional apps including Shop Floor Insight, Dynamic Ship, and License Plating were configured and extended over time as the business standardised its processes.

#### **RESULTS: FEWER ERRORS, LEANER OPERATIONS, AND FULL VISIBILITY ACROSS THE BUSINESS**

Jim Lawrence Ironworks reported several improvements across warehousing, production, and shipping:

- Barcode scanning mitigates daily picking errors and freed one employee from full-time stock recovery.
- Four-person warehouse tasks now completed by one, redeploying capacity across the operation.
- Production shortages significantly reduced, removing daily manufacturing floor delays.
- Labour time captured across 45,000 annual production orders, enabling real-time tracking and accurate routing.
- Inventory counts faster and more accurate with structured sheets and automated lot reconciliation.
- Unreliable shipping customization replaced with multi-carrier rate comparison and direct label printing.
- Warehouse, production, and shipping now operate through a single connected Business Central ecosystem.

"We enjoy working with Insight Works and their solutions have been a great help to us. We went from a shambolic operation to one that runs peacefully, and that matters enormously when you are trying to grow a craft manufacturing business." — **Jim Lawrence, Jim Lawrence Ironworks**

#### **FROM MANUAL WORKAROUNDS TO A FULLY CONNECTED BUSINESS CENTRAL OPERATION**

Jim Lawrence Ironworks resolved longstanding warehouse, production, and shipping challenges by deploying Insight Works applications alongside Business Central. The result was a connected, barcode-driven operation with accurate stock control, real-time production visibility, and reliable outbound fulfilment.

#### **About Insight Works**

Insight Works is a leading Microsoft Dynamics 365 Business Central ISV (independent software vendor) specializing in warehouse management, manufacturing, and productivity solutions. With a portfolio of apps available on Microsoft AppSource, Insight Works helps distributors, manufacturers, and wholesalers extend Business Central to fit the way they actually work. Learn more at [dmsiworks.com](https://dmsiworks.com).

