

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

Summary

Customer

Jim Lawrence Ironworks
jim-lawrence.co.uk



Industry

Interior Fittings Design and Manufacturing

Location

Hadleigh, Suffolk, United Kingdom

Business Central Version

Business Central online

Partners

Insight Works (ISV)

Solution

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

Results

- Fewer daily picking errors
- Four-person tasks now handled by one
- Production shortages significantly reduced
- Labor tracked on 45,000 orders a year
- Faster, more accurate inventory counts
- Multi-carrier shipping and label printing
- One connected Business Central system



ABOUT JIM LAWRENCE IRONWORKS

Jim Lawrence Ironworks designs, manufactures, and sells interior fittings, including lighting, hardware, and home accessories, from its workshops in Hadleigh, Suffolk, in the United Kingdom. The team handles the full production cycle in-house, from blacksmithing and glass blowing through finishing and direct-to-consumer fulfillment.

BUSINESS CENTRAL GAPS FOR A UK CRAFT MANUFACTURER

After moving to Business Central, Jim Lawrence Ironworks still ran its warehouse on manual processes. Several picking errors happened every day, one employee worked full time locating misplaced stock, and some warehouse tasks took four people to complete.

In the workshop, labor time wasn't captured against production orders, so job costs and productivity were hard to see, and production shortages caused daily delays. Inventory counts needed to be more reliable, and outbound shipping depended on a slow, error-prone custom shipping tool.

The team wanted one connected set of purpose-built tools across warehousing, production, and shipping, rather than bringing in multiple vendors.

SOLUTION: EXTENDING BUSINESS CENTRAL ACROSS WAREHOUSE, PRODUCTION, AND SHIPPING

Jim Lawrence Ironworks extended Business Central online with six Insight Works apps covering warehouse execution, pallet tracking, inventory counting, production time capture, multi-carrier shipping, and showroom sales.

1. Barcode-Driven Picking and Stock Movement: The warehouse team uses [Warehouse Insight](#) on handheld scanners for picking, stock movements, and outbound shipments in Business Central. Scanning replaced manual processes and brings real-time accuracy to every warehouse transaction.

2. Pallet and Container Tracking: The team uses [License Plating](#) to track mixed-item pallets and containers with unique license plate numbers. Staff scan one license plate instead of each item, reducing scan volume and improving traceability.

3. Structured Cycle Counts: Inventory staff use [Advanced Inventory Count](#) for physical and cycle counts with multi-user entry, flexible count sheets, and

automated lot and serial number reconciliation.

4. Production Time Capture: Production staff use [Shop Floor Insight](#) to record labor time against production orders by barcode scan, giving the business its first reliable view of job costs and shop floor productivity.

5. Multi-Carrier Shipping: The team uses [Dynamic Ship](#) to connect multiple carriers, compare rates in real time, and print labels directly from Business Central, replacing the custom shipping tool.

6. Showroom Order Entry: [Counter Sales](#) is in deployment for the showroom, giving staff a purpose-built order entry screen for walk-in sales, with barcode scanning and flexible payment options inside Business Central.

A PHASED ROLLOUT BUILT ON PROCESS DISCIPLINE AND STAFF TRAINING

Jim Lawrence Ironworks started with Warehouse Insight as the foundation for its warehouse, then added apps in phases as the team's knowledge of Business Central grew and new operational needs came into view. License Plating, Shop Floor Insight, and Dynamic Ship followed as the business standardized its processes.

Moving from legacy software and manual processes to a fully scanned warehouse changed how almost every part of the operation worked, so most of the effort went into process redesign and staff adoption rather than app configuration. Jim Lawrence's advice to others: the system is only as good as the staff who enter the data.

Insight Works provided dedicated European support throughout the warehouse deployments, which Jim Lawrence credits as a key factor in the success of Warehouse Insight.

RESULTS: FEWER ERRORS, LEANER OPERATIONS, AND FULL VISIBILITY

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

- Daily picking errors reduced through barcode scanning, freeing one employee from full-time stock recovery.
- Warehouse tasks that took four people now handled by one, with capacity redeployed across the operation.
- Production shortages significantly reduced, removing daily delays on the manufacturing floor.
- Labor time captured across 45,000 production orders a year, enabling real-time tracking and accurate routings.
- Faster, more accurate inventory counts with structured count sheets and automated lot reconciliation.
- Multi-carrier rate comparison and direct label printing, replacing an unreliable custom shipping tool.
- Warehouse, production, and shipping running in one connected Business Central environment.

"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, Director, Jim Lawrence Ironworks**

FROM MANUAL WORKAROUNDS TO A CONNECTED BUSINESS CENTRAL OPERATION

Jim Lawrence Ironworks extended Business Central online with Insight Works apps to bring warehousing, production, and shipping into one connected operation. The result is accurate, barcode-driven stock control, real-time production visibility, and reliable outbound fulfillment.

About Insight Works

Insight Works is a 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 Marketplace, Insight Works helps distributors, manufacturers, and wholesalers extend Business Central to fit the way they actually work. Learn more at insight-works.com.



North America

Suite #102, 5661 99 Street NW
Edmonton, Alberta, Canada T6E 3N8

Europe

Kingsfordweg 151
Amsterdam, Netherlands 1043 GR

insight-works.com
info@insight-works.com