

# KINGSWOOD COMPUTING - STAYERS IN THE FIELD

Kingswood Computing is a market leader in Agricultural IT, trusted by farmers for over 25 years.



Declan O'Meara (right), with Offaly farmer, Eoin Toohey, after a training session on the Kingswood System.



Timmy O'Brien



Norman Egar

People in the agricultural sector are used to dealing with companies with long pedigrees – some going back to the early 1900s and beyond. The software industry is a total contrast – with companies appearing (and disappearing!) every few years. Kingswood Computing however is one software company that has stood the test of time. It was founded in 1987 by Gerry Lynskey, who though from an IT background, had worked in the Agricultural Institute (fore-runner of Teagasc) for the previous decade.

After almost 30 years of business Kingswood are now market leaders in three related markets – livestock software (mainly bovine), farm contracting software and veterinary management software. They have succeeded in bringing their IT systems and customers with them through three distinct software eras – DOS in the 80s, Windows in the 90s, and now the current one where the buzz words are Cloud and Mobile.

Lynskey puts their success in these demanding markets down to two clear principles – staying close to the customer, whether farmer, contractor or vet and ‘sticking to the knitting’ in business terms. “We know the recording requirements of our core markets inside out – not in some theoretical way but from working with key customers in these markets day in, day out for close on three decades. We have built a team of dedicated technologists and field operators, who don’t just know the technology – they know our customers recording needs and requirements.”

Kingswood’s latest innovation is in the area of farm contracting software. They have developed an App in conjunction with FCI (Farm Contractors in

Ireland), which allows machine operators to dial in details of their jobs to Kingswood Accounts running in the contractor’s office. The details are read by the Kingswood software running on a standard office PC and then used to generate invoices, statements and VAT reports.

Timmy O'Brien from Mallow, one of the founders of FCI and one of the country’s leading contractors, describes the impact on his office administration as transformative – “We were coming down with paper job sheets and spending huge amounts of time typing them into the computer. Now the details go straight from the operator’s phone into Kingswood Accounts. This frees up our time for cashflow management and other company business.”

Shane Pilkington, Kingswood’s lead software developer, describes the process which lead to this technical breakthrough. “The actual development of the App took less than a year, as we were able to leverage the experience gained in developing similar Apps for dairy/beef farmers. However the real challenge was in linking these Apps to Kingswood Accounts. Here the key facility was the very sophisticated Job Card facility, which Kingswood had previously integrated into its Cost Management, Ledger and VAT software”

This point illustrates one of Kingswood’s key strengths – its ability to take ideas and functions from one of its markets – the dairy/beef sector – and implement them quickly and efficiently in a second – farm contracting. This is particularly true when it comes to accounting software. One of Kingswood’s core products is farm accounting software. It has developed over the years a product, which is easy to operate but is brimming with functions and facilities relevant to farmers – strong cost management, links

with online banking and easy transfer of data to accountants computer systems.

All of these facilities are available in Kingswood Accounts for Contractors, which in addition has facilities for Debtors, Creditors, VAT reporting, Job Card processing and now a link to operators’ phones via the new App. Of course, Kingswood’s many farmer customers using their farm accounts software can upgrade painlessly and seamlessly to these additional features, as they go the farm company route, register for VAT or develop off-farm businesses requiring these facilities.

Declan O'Meara is a busy dairy farmer and qualified engineer from North Tipperary. He’s been using Kingswood software for 25 years to manage his herd. In his ‘spare time’ he trains farm contractors, as well as farmers, in the use of Kingswood Accounts. He comments that “Kingswood have built an accounting system that fits either farmer or contractor like a glove. It’s an easy system to get into if you’re requirements are simple, but equally it provides very sophisticated book-keeping facilities for those who need them. It’s a pleasure to see customers get on top of their accounts using it to its maximum”.

The final word should go to another of Kingswood’s customers, prominent Kildare contractor, Norman Egar – “We have worked with Kingswood software for over 10 years. This latest development ensures that we get billing information into the office quickly. The operator time recording ensures I’m totally up to speed on what’s happening. Most importantly it’s quick and easy to use for our time-pressed operators.”

For more information please log on to [www.kingswood.ie](http://www.kingswood.ie) or call 01 4596677 to see how they can help you.