

CASE STUDY

CLIENT:	Direct Imports
INDUSTRY:	Wholesaling
LOCATION:	New Zealand
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	Helm Business Systems

Overview

Direct Imports Limited is a Hastings-based importer, wholesaler and distributor, specialising in Consumer Electronics equipment, Music Instruments and Pro Audio.

Operating since 1946, the company has built relationships with a number of notable international brands, and prides itself on offering exceptional service to its many New Zealand retailers & customers.

The right choice

Direct Imports installed MYOB EXO in 2005 after deciding to make the change from a semi-manual system.

Executive Director, Brett Dallas, says about 12 months prior to the installation, the company had started investigating the software options that were in the marketplace at that time.

"None really ticked all our boxes, or just didn't feel comfortable," he says.

"We had seen a flyer on Exonet (as it was known then), and there were several things we liked, including the fact it was Windows-based."

"We approached the local software distributor – Dean Tiffen of Helm Business Information Systems – and he put together a presentation for us."

Brett says Direct Imports had initially used a manual system for stock and invoicing, and different parts of various software packages for other sectors of the business.

"Stock and invoicing are two key areas for us as importers and distributors," he says.

"How we managed with manual systems I just don't know!"

Making the change

Brett says staff worked with Dean and his company to set timelines for the program's installation, during the installation itself and to instigate a training programme.

"They were amazing, I can't speak highly enough of them," says Brett.

"We had different focuses to achieve, and we extended the timelines as necessary – we didn't want to go live if we weren't ready," he says.

The firm also made allowance for a staff training programme before making the new system live.

"It's important to invest in staff training," says Brett. "We did it in stages depending on the level of staff experience and their access levels within MYOB EXO."

A noticeable difference

Brett says the software has been excellent.

"We have noticed a lot more efficiencies and a greater level of accountability since installing MYOB EXO," he says. "Not to mention the benefits we have received from switching from a manual invoicing system to a computer system."

"There is more control from a managerial point of view and also in terms of sales, GPs and trends, and the ability to manage pricing and having greater stock control has been of huge benefit to us."

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Brett says the company underwent a restructure in 2009, reducing its workforce by a third.

While there were a few redundancies, says Brett, “we also found we did not need to replace all the people who left of their own accord, because of the efficiencies gained by our implementation of MYOB EXO”.

“The company runs just as efficiently with the 20 staff we still have, as it did when we had 30.”

Updates in real time

“As MYOB EXO operates in real time, the increased efficiencies have allowed us to streamline office processes,” says Brett.

“It has also had an impact on how we manage inventory, and has meant we can operate a more instantaneous pricing policy.”

“At the touch of a button we have access to all the information we need in real time,” says Brett.

“MYOB EXO provides a good overview of the business on a daily basis and allows us to compare that information against budgets.”

“The management reports provided by the program also allow us to see when something isn’t right, so that we can go in and investigate further and get the issue sorted straight away.”

Tailored to suit

Direct Imports had Dean’s team customise parts of MYOB EXO to suit various requirements.

Most of the “tweaks” were in areas such as stock, pricing and reporting, says Brett.

“For example, some reports were giving us 70 percent of the information we wanted, so we had Dean modify those reports so we received all the information we required.”

Easy integration

Brett says MYOB EXO has integrated easily with existing systems – and new software.

“We hope to take our integration of the program to the next level over the next two to three years, depending on how business trends,” he says.

A successful business relationship

Brett describes Direct Import’s relationship with Dean and the team at Helm as excellent, and one that has been built on common interests.

“The team at Helm are very down-to-earth, conscientious and approachable,” he says.

“A lot of our success with MYOB EXO can be attributed to the fact that we have a good partner.”

Brett says Helm’s accreditation as an MYOB Enterprise Business Partner is of huge benefit.

“It’s crucial with technology that once you have made a commitment and investment in software, that you continue to be at the forefront,” he says.

“It was important for us to work with a company which has a strong relationship with MYOB, because we are committed to ensuring we retain that technological edge.”

Client and Enterprise partner details

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