

CASE STUDY

CLIENT:	Synargy
INDUSTRY:	Wholesaling
LOCATION:	New Zealand
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	MBS

Audio visual importer Synargy finds peace in a system that tracks products from cradle to grave.

Overview

Finding the right business solution was about much more than effective administration for Synargy Corporation. The import marketing business was looking for a system that would not only power growth, but also form the foundation of a new relationship with customers.

Established in 2001, the Christchurch-based company, which specialises in importing furniture for supply to some of the country's leading retailers, was looking for a business system that would allow it to achieve the next stage of growth.

The solution that fits

After meeting with Richard Williams and Alex Ball, Directors of MYOB Enterprise Partner MBS, Hamish quickly saw the potential of MYOB EXO formally (MYOB Exonet).

"Obviously the initial question for any business is cost – but once we saw what we could accomplish with MYOB EXO, the value of the investment was very clear."

Currently importing over 200 container of stock per year to warehouses in both Auckland and Christchurch, and distributing to retailers around the country, the ability of EXO to sit at the centre of the company's logistics and supply chain was crucial.

"Not only do we need to be able to manage a significant amount of stock moving in and out of our

warehouses from offshore, our clients also need to be able to access detailed and up-to-the-minute information about what we currently have available, as well tracking their orders in every stage through to delivery."

Setting you apart from the competition

Hamish says the development of their MYOB EXO system quickly set them apart from their competition, enabling Synargy to build its key brands with clients and provide an extremely high level of professional support.

"For Synargy, the innovations MYOB EXO has enabled us to put in place are the difference between being just another supplier competing on price, and growing into a long-term partner with our key clients."

The key to significant savings

The efficiencies the solution has brought – coupled with the logistics management system developed in MYOB EXO for Synargy – have also enabled the company to make significant savings.

"It's not only helped our brand grow, it's saved us a staff member as well."

CASE STUDY

Synargy is now focusing on new online stock-tracking tool, developed around MYOB EXO, that will allow key clients to check stock, place orders and track deliveries online, and in real time.

A platform for growth

"As we've made MYOB EXO the nucleus of our business, its been a matter of learning what its capable of, and building our own capacity around it."

"Now we have a real platform for growth, we are able to support our commitments to our clients and build our reputation as a leading supplier to the furniture industry."

MYOB EXO Modules	EXO Finance Distribution Advantage EXO Job Costing
Database	MS SQL Workgroup Edition
Servers	MS Small Business Server 2003

Client and Enterprise partner details

www.mbs.co.nz



AUSTRALIA

Call 1300 555 110
Email exo@myob.com.au
Web www.myob.com.au/enterprise

NEW ZEALAND

Call 0800 696 239
Email exo@myob.co.nz
Web www.myob.co.nz/enterprise