



## Winning through Service in the Distribution and Logistics Industry

Commit to quality customer service with  
Sage ERP Solutions

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## Introduction

The leading organisations involved in distribution, wholesaling and logistics, regardless of whether they are supplying footwear, clothes, food, FMCG, or medical equipment, all have one thing in common – a strong commitment to quality customer service!

Competitive success for these organisations is based on delivering quick and accurate order fulfillment in the most efficient and cost-effective manner. The organisations that impress their customers will succeed over their competitors.

To achieve this requires having a robust, flexible and integrated business software solution that automates and integrates your key business processes. You need a solution that tightly integrates yet offers 'best-of-breed' functionality in the following areas:

- CRM and Service Management
- Inventory and Warehouse Management
- E-commerce
- EDI
- Financial Accounting and Reporting

Sage's highly integrated ERP solutions combine flexibility with best of breed functionality. The leading distribution organisations rely on the strength and flexibility of our solutions to deliver exceptional customer service.

## Medshop

### **Industry: Health and Medical/Distribution**

Starting life as a small online business catering to the university market in 2005, Medshop is now the largest online distributor of medical equipment in Australia. They offer medical equipment and services to all areas and specialties in the healthcare industry, including aged care, hospitals, universities, clinics, allied health care providers, nurses and the general public. In 2008, Medshop opened their first retail outlet and in the beginning of 2010, they opened a showroom in Melbourne as well as upgrading to a 2000 square metre warehouse.

Medshop wanted to grow and offer a greater range of products to a broader range of customers. They realised they needed to move away from Quickbooks and implement an integrated, robust, and flexible ERP and warehousing solution that would give them greater automation, process efficiency and management control.





Steve Cumper, Founder and Managing Director of Medshop, comments, “Within three to four months of implementing the new system, we were able to achieve fifty per cent growth in the business. The fact that we achieved this growth, taking on eight new staff in the last year, while maintaining gross profit levels and maintaining high levels of service, has been quite impressive.”

## Stomp Entertainment

### Industry: Entertainment/Distribution

With revenues of AUD\$70 million per annum, Stomp Entertainment is a diverse and dynamic business that imports, exports and distributes music, music-related merchandise, DVD movies, gaming products and fashion. Stomp supplies to retail outlets throughout Australasia, with products from the UK, USA, Mainland Europe, Japan and Canada, and operates a major international online retail site.

Stomp Entertainment needed a cost-effective accounting and ERP solution that would meet its immediate needs but had the potential to grow and change with the business. Due to its maturity and flexibility, Sage ERP Accpac was chosen over a number of competitors.

According to Tim Richardson, Chief Financial Controller for Stomp, “The process automation that we achieve with Accpac has meant that we have one person less yet we do more. We achieved pay-back within a year, which exceeded expectations. Accpac has allowed the finance team to be much more outward looking and engaged in driving the business forward, and we have a strong foundation for the future.”

## Verbatim

### **Industry: Storage Media/Manufacturing and Distribution**

As an industry pioneer, Verbatim is recognised for the role it plays in early product development and commercial product introduction of new technologies. Verbatim's leadership role is especially apparent in the evolution of optical media recording including MO and the CD/DVD family of products. To continue their growth in Australia and Asia Pacific, required the deployment of business systems that were robust and scalable, yet flexible enough to meet the unique requirements of the business.

Paul Johnson, General Manager for Verbatim Asia Pacific, comments, "As our business grew bigger and we expanded into more products, and business became more complicated, we needed to analyse our business better. Also, as we globalise with new operations in new regions, to reduce the complexity we needed to become more consistent in the way we do things."

"When it came to implementing a new business solution for our enterprise, to replace our legacy mainframe system, we wanted a partnership with a company that not only had the product, but was also progressive and had the infrastructure already in place to provide the support we needed. Accpac had all of these things. The competitors were just not up there."

By expanding their Accpac implementation and the data warehouse solution, Verbatim are experiencing greater productivity and standardisation across the enterprise, where greater consistency in information is generating more accurate reports and analysis of the business. In many areas of the business efficiency gains of 30 per cent have been achieved. When looking at the potential benefits of better communication and greater analysis of the business over the years, the returns start to become immeasurable.





## Linen House

### **Industry: Bedlinen and homewares/Distribution and wholesaling**

From humble beginnings in 1993, Melbourne-based Linen House has grown to become one of the most innovative and successful wholesalers of bedlinen and homewares in the Southern Hemisphere. Today it employs 80 people and has expanded with subsidiaries in New Zealand and South Africa.

Linen House recognised the need for a comprehensive business management solution that could support and synchronise all of its key operations, from order processing through distribution, to invoicing and other customer communications. It also wanted more powerful reporting capabilities that could help it assess all operations and plan further expansion.

Following a review of possible options, Linen House selected a 50-user Sage solution incorporating Accpac, Sage CRM and Accpac Warehouse Management, along with an EDI management solution that enabled electronic orders and invoicing to be exchanged via the major retailers to their exact standards. Mark Bartolozzi, Director of Linen House said, "Sage was the only vendor that could supply a truly integrated end-to-end solution, with no third-party software or communication required, and at a realistic price point."

Following the Sage installation, Linen House immediately experienced several major time and labour cost savings. Because all stages of an order's journey are tracked, there is also increased accountability which ensures that Linen House's high service standards are maintained. Entry for electronic orders has been reduced to just twenty minutes. Further more, in the all-important accounts department, the system has drastically reduced the time required for administration tasks – by up to 50 hours per month.

## Waivestar

### **Industry: Supply chain, fulfillment and logistics**

WaiveStar is an Australian organisation that delivers supply chain management solutions to small, medium and large organisations. Their clients include well known brands such as Blockbuster, Suzuki, Crazy Johns and Sony Ericsson. Over the past 5 years the WaiveStar Group experienced exponential growth of up to 90% per annum, resulting in the company being named the winner of the Victorian Government Business Growth Award in 2005. This rapid growth and success, however, presented a host of new challenges to the organisation.

Waivestar realised that they needed a sophisticated solution that would meet their unique requirements, reduce the administrative burden on their finance department, improve the level of service to their customers and position them for the future. Initially, they reviewed eight different options before drawing up a shortlist of three contenders. As well as Sage, they evaluated Sapphire One and Arrow. Pricing across all three solutions were similar, but Sage came out in front due to its flexibility and superior CRM model.

What used to take days to complete is now done in a matter of hours. Ayda Hornak, Infrastructure and Innovation Manager for WaiveStar reports that 60% efficiency gains have been achieved across the entire business, while the accuracy of data has improved dramatically through the automation and integration of key business processes. "Productivity gains have been significant. Via the integrated solution, WaiveStar's accounts team can now access quotes and sales orders stored in the CRM system quickly and easily without the need to consult and cross reference multiple databases."





## Customers For Life

Sage has a long-term relationship and commitment to the distribution and logistics industry. Our best in class ERP and CRM solutions demonstrate our close technology alignment and the intent to be an important part of our customers' business for many years to come. And our ongoing product development and clear migration path ensure that no matter what the size of your company, one of our business solutions is right for you.

## Support You Can Count On

For more information about Sage solutions, visit [www.sagebusiness.com.au](http://www.sagebusiness.com.au) or [www.sagebusiness.co.nz](http://www.sagebusiness.co.nz). Alternatively, please call 13 sage in Australia or 0800 904 409 in New Zealand; or contact your local Sage Business Partner.

## About Sage Business Solutions

Sage Business Solutions is one of the leading suppliers of business management software and related products and services in Australia and New Zealand. Sage Business Solutions has an extensive suite of world-class CRM and ERP solutions designed to increase productivity, reduce costs and provide competitive advantage for large and small businesses ranging from enterprise with over 500 employees to single office/home office operations.

Sage Business Solutions is a subsidiary of The Sage Group plc, a leading international supplier of accounting and business management software for small to mid-sized businesses around the world. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now has 6.1 million customers and employs over 13,800 people worldwide.

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