CASE STUDY

CLIENT:	Elite Scooters
INDUSTRY:	Import, Wholesale and Distribution
LOCATION:	Australia and New Zealand
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	BizPro

Elite Scooters finds that running a decent business management system doesn't have to cost the earth.

Overview

Elite Scooters imports and distributes a range of high quality, electric mobility vehicles to customers in Australia and New Zealand.

Starting from their base in Ballan, the company now has five stores, an Australia-wide dealer network and a reputation for offering a professional and superior service.

With an expanding customer base, it's more important than ever for Elite Scooters to have a seamless sales order and accounting process in place. But not so long ago, the wrong system threatened to put the company out of business.

The cost of poor support

For the best part of two years, Elite Scooters had been using Arrow for their general ledger and inventory needs – and there wasn't much about it they liked.

Reporting in the system was minimal, according to Yoram Kugel, the company's managing director, which meant everything had to be transferred to Crystal. Other aspects of the program, he says, were just too complicated.

But above all, Arrow was hugely expensive to run.

"Support costs nearly sent us broke," says Yoram.

A fresh start

When it came to looking for a replacement system, Yoram says he hadn't heard much about Exo. But a search online for business management software introduced him to local Exo-specialists Bizpro. They suggested Exo, and things went from there.

Bizpro visited Elite Scooters' premises, listened to the list of features Yoram needed and demoed what could be done.

The actual implementation went largely without a hitch and was completed in a couple of days. Minor tweaks and amendments were handled by Bizpro as and when Elite Scooters raised them.

With the right support, everything just works

"When we first started with Bizpro," says Yoram, "they were relatively new to Exo themselves – so it sometimes took them a day or two to respond to our queries.

"But in the last couple of years," he adds, "they've been nothing short of excellent. I really can't fault them.

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"After our previous experience, I can't explain how good it feels to be able to pick up the phone and talk with someone who is willing to help straight away".

"Bizpro are always there – and that makes all the difference."

Functionality and flexibility

Yoram says they didn't need much in the way of specific functionality or customisation.

"We import to Australia and New Zealand from several countries including Israel, so being able to make sales or purchases in multiple currencies is an important capability for us. But that is standard in Exo – not something we had to ask for."

The same can be said for multi-user capabilities.

"We've got five different retail stores so it's important that we can access data in the system from any of those locations and know that it's live. Exo lets us do that."

When asked whether the flexibility of an SQL-based system drew him to Exo in the first place, Yoram admits it wasn't something he really thought about.

However, he's quick to add that even if Elite Scooters were to grow four or five times bigger than they are now, Exo would still be able to handle everything they threw at it.

The noticeable improvements

Yoram has noticed a definite improvement over Arrow's reporting capabilities.

"Exo's reports are definitely a plus point. They make it really easy to dip into any aspect of the business to see how many units we've shifted, which customers are buying the most stock, or what our sales are for the month."

Ease of use is something else Yoram comments on.

"How quickly people get to used to a new system obviously depends on their basic level of familiarity with computer programs," he says, "but most people only had to see Exo once or twice before they were used to the new interface.

"Since then, it's definitely made life easier for our operators."

The reasonable cost of a decent system

Above all, Exo has saved Elite Scooters money.

"For us, running Exo day-to-day is three or four times cheaper than running Arrow.

"The system might not be the cheapest out there to buy," says Yoram, "but what Exo proves is that you don't have to pay a fortune to maintain a decent system.

"In all, I believe we've paid what we should have for a system of this capability – and that's good to know."

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