

SUCCESS STORY



customer:
Micro Mobility



industry:
Import/Distribution



location:
Wellington



product:
Sage 300 ERP, Sage CRM, XM Oxygen

“As we grew, it became apparent that our systems and processes were becoming increasingly labour-intensive, and beginning to hinder our growth. On top of this, the lack of watertight integration between our three systems – website, accounting package and warehouse – was resulting in errors that were becoming difficult to stay on top of”

JEREMY BROWN – DIRECTOR, MICRO MOBILITY LTD

THE CHALLENGE

When Micro Mobility established, they used MYOB® for accounting. E-commerce – web sales, was handled by a separate application. Warehousing and distribution were handled by an external company using EDI to communicate.

Founding Director, Jeremy Brown summed up the problem the company faced, “As we grew, it became apparent that our systems and processes were becoming increasingly labour-intensive, and beginning to hinder our growth. On top of this, the lack of watertight integration between our three systems – website, accounting package and warehouse – was resulting in errors that were becoming difficult to stay on top of.”

Jeremy led the project to evaluate systems, looking for a comprehensive web-centric solution that would cater to their growing needs. He says, “a plethora of web developers wanted to integrate their open source-based e-commerce websites with our existing accounting package, but we needed a comprehensive end-to-end solution that could handle our growth plans.” They had grown out of their existing accounting system, and didn’t want to stay with separate systems.

ABOUT MICRO MOBILITY

Micro Mobility Ltd imports the highly popular Micro brand scooters and its accessories into Australia and New Zealand. Originally developed in Switzerland in 1996, the stylish, diminutive scooters are a market leader for millions of children across the globe, as well as among adults for commuting, or just seeking fun and freedom with their children.

ABOUT ENABLING

Enabling is the recognised leader in the provision and support of business management applications throughout New Zealand, especially in the areas of technical and development expertise, solution design and long-term customer service. With offices in Auckland, Wellington and Dunedin, we have both strength in numbers and depth of expertise to support organisations of all sizes with a multitude of requirement.

ABOUT SAGE

Sage is a global provider of end-to-end business management solutions covering areas including accounting, supply chain, point of sale, EDI, web store, manufacturing, construction, property management, business intelligence, CRM and hosting services.

The offering meets the unique requirements of mid-market Australian and New Zealand businesses. Sage's solutions cover a wide range of business disciplines to enhance a customer's competitive edge and provide seamless integration across its internationally recognised and award-winning solutions.

In addition, these solutions are designed to be comprehensive, scalable and cost-effective, ensuring that as a customer's business grows or needs change, so do the solutions.

SOFTWARE CHOICES

- Sage 300
- Sage CRM
- XM Oxygen

SOLUTION

Micro Mobility needed a feature rich accounting system that could cope with the expansion of the business, would tightly integrate with their website and their warehousing system, and be easily customised. Business processes needing to be automated included:

- Stock Management
- Purchase Ordering, with multiple currencies
- Reporting and Analysis
- Back Office Administration, and
- Customer Relationship Management.

After approaching several software providers, then drawing up a short list, Micro Mobility selected Sage 300 ERP from Enabling, who impressed Jeremy with their approach to understanding his issues, ensuring the solution met his requirements in detail, not just offering a generic off the shelf package. Enabling's Lead Consultant, Kerry Jones, commented, "the solution impressed because all requirements were integrated, all issues ticked off, including the e-commerce module, XM Oxygen."

XM Oxygen is an easy to set up web store with real time visibility of stock and reporting, specifically for Accpac. After making the decision, a requirement gathering and solution design process followed, and the new system was operating towards the end of 2009. Customising included a bidirectional EDI link to the logistics provider and to a major customer in Australia. The customer EDI link allows them to transmit orders to Micro Scooters electronically, returning information on stock and availability. After the order is shipped, the EDI interface updates the customer's system with Order and Tracking information. It's efficient, automated and perfect for an important and demanding customer. It was quick and easy to set this up with Enabling and Sage.

RESULT

"The main benefit to us is Sage's clean integration with the XM Oxygen e-commerce software. The solution is an integral part of our business now, with the bulk of our customers ordering online." Customer orders flow directly into Accpac from the website, where they are checked and then sent to the warehouse via EDI for dispatch. When the warehouse ships each order, Accpac is notified via EDI and an invoice generated. No more manual processing, duplicated data entry or double checking. The two-way flow of information means information is always up to date.

Invoicing and shipping details, including tracking information, are displayed in the customer's online account. "This clean integration end-to-end from Customer right through to the dispatch of the order and then back to the Customer again means information is keyed only once, thereby reducing human effort, but more importantly reducing the margin for error," concludes Jeremy.

In the 12 months following system implementation, Micro Mobility has experienced 60% growth in business, shipping approx. 20,000 items ordered online via the web store. Without Sage 300, this would have been an ordeal needing more staff, now it is easy.

Get in touch today:

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