



Case Study

Client: Minchin Australia

Overview



EXO4PDA helps Minchin Australia improve accuracy and productivity and provides a platform for future growth.

Minchin Australia is one of the largest independent wholesalers of tobacco products and giftware in Western Australia. Have been in operation for over 15 years, and always provide the lowest prices and largest selection of ryo products.

Currently in a period of growth, Minchin Australia were looking to sales errors and improve overall sales order productivity.

The story before...



Minchin Australia were an existing user of MYOB EXO for a number of years and MYOB EXO was proving to be the right product in most of the areas for the business.

However, they were using a manual sales order system with a paper trail which was leading to errors and administrative errors because of the manual entry.

Discovering The RIC Group



Minchin Australia was introduced to The RIC Group through their MYOB EXO partner with the primary aim to increase efficiency and reduce paper in the sales operations.

The RIC Group discussed the portfolio of products with Minchin Australia early 2010 and discussed with Minchin Australia the blueprint of how the implementation would be conducted of the mobile PDA solution and explained the benefits it can deliver.

Exceeding expectations



Minchin Australia went live a couple of weeks after the implementation in 2010.

Sanat the owner of Minchin Australia says "Our mistakes have reduced dramatically and we are very happy with the system. The software exceeds expectations and has streamlined operating processes."

Introducing bar code scanning to the sales operations has enabled high accuracy and productivity while keeping the costs of labour down. Data entry errors have been eliminated and as part of the solution The RIC Group software has introduced more streamlined work flows.

Summing up



Sanat feels the solution has saved his company money and would be happy to recommend the PDA solution to anybody using MYOB EXO.

He says "it is seamlessly integrated with MYOB EXO and has stopped all data entry and administration errors."

Sanat says "having a system in place that guides the sales order process every part of the way has given the team at Minchin Australia peace of mind."

Having implemented this solution has allowed Minchin Australia to focus on other areas of the business to enable growth which it has done by expanding its operations in 2011.