Customised service meets a customisable system

Mac Centre

General Manager: Mark Santos
Location: Sydney
Industry: IT supplies and support: retail and corporate services

Mac Centre is a leading Apple technology solution specialist providing complete sales, service, support, and consulting experience to businesses across Australia.

"JCurve ERP has helped our business massively," says General Manager, Mark Santos. "It's allowed us to scale quickly. It gives us immediate insight into our financial position, with a 360-degree view of the business so that we can make more informed business decisions."

JCurve ERP has given Mac Centre confidence: confidence to know they're making the right business decisions; confidence they're quoting the right figures for complex enterprise-level services; confidence that all aspects of their business have the right information at their fingertips.

With JCurve ERP, Mac Centre has been able to scale, grow, and quickly adapt to its changing business needs.

Mac Centre needed a system that could:

Encompass both retail & enterprise sales processes

Handle quick cash transactions for retail

Manage large, complex proposals and enterprise-wide services for B2B

Meet Apple's strict compliance, reporting and integration requirements

Allow Mac Centre to scale

Provide immediate visibility into financials

Have the ability to extend functionality, and grow and adapt to the business

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> JCurve ERP helps us consolidate a lot of complex information, and makes it easy to identify where our business is succeeding and where it's not meeting expectation; and then gives us data insights to remediate those issues straight away.
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> Mac Centre General Manager, Mark Santos

Why JCurve ERP?

Before JCurve ERP, Mac Centre staff were spending more than 2 hours every day cleaning, exporting and re-importing data between separate sales and finance systems.

They were using a system designed for Apple resellers that wasn't coping with the complexity required for B2B enterprise services.

With JCurve ERP, their sales, CRM, inventory, and eCommerce are all fully integrated, giving complete visibility into all aspects of their business – all in real-time.

Mac Centre are now also able to continuously adapt at a fast pace to the ever-changing Apple platform requirements.

General Manager, Mark Santos, explains, "We needed an ERP we could extend out ourselves and not rely on consultants or developers. We can now introduce new features quickly without time-consuming and costly development outlays."

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> It's now so easy to report on the data we need, AND to deliver reports to clients.
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Easy reporting

"It's now so easy to report on the data we need, AND to deliver reports to clients," says Mark.

"Our sales team can build their own reports with insights into customer spend, purchase history, and potential upsell opportunities.

Mac Centre have used their investment in ERP to improve their service levels to customers and partners.

They can now automatically email reports to their partners daily without any manual updates. When a customer says they want a report sent out daily, weekly or monthly, they can do it quickly, easily and with confidence in the accuracy of the numbers.

Complex transactions

Ordering computer hardware for clients can be a complicated process due to the many different possible configurations, price levels and rebates to be applied. JCurve ERP helps Mac Centre's sales team calculate all those options quickly. They can also forecast the true price and gross profit, inclusive of rebates, up-front ensuring margin protection.

"Our back office team have become a lot more efficient since we implemented JCurve ERP. We've achieved our budgeted sales growth with one less staff than expected – and that gives us a considerable saving on operating costs," says Mark.

Customisable API

The Mac Centre team have used JCurve ERP's open API to build customised applications.

"JCurve ERP has been far more flexible and customisable than we ever imagined," says Mark.

"JCurve ERP is nimble and easy to change to the needs of customers or our business."

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> JCurve ERP is nimble and easy to change to the needs of customers...
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So far, they've built a repair management system with a customer-facing website that's fully integrated into JCurve ERP. Customers use self-service options on the frontend to manage the repair process, without the need for multiple phone calls, emails or assistance from admin staff. Plus customers enjoy the transparency of seeing the up to the minute status of repairs.
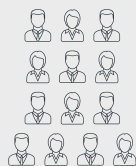
| 26 team members | 13 JCurve users | 1500 nationwide clients | Jan 2016 Implemented JCurve ERP |