

Customer success story

Alvin Electronics

Industry

Wholesale & Distribution 

Location

Australia

Greentree product suite

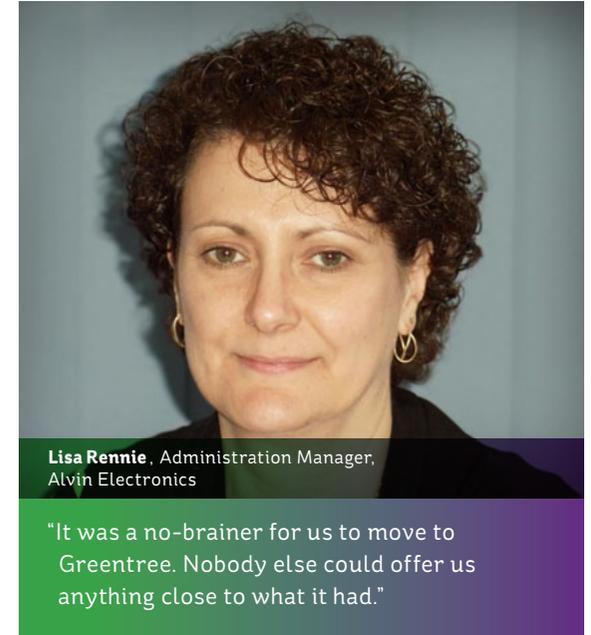
Financial Management
Supply Chain & Distribution
CRM
Human Resources
Business Intelligence
eBusiness
Workflow

GREENTREE SUITS THE SMALLER BUSINESS WELL

CHALLENGE Alvin Electronics needed to modernise its distribution and financial systems.

SOLUTION For problems that aren't very complicated, Greentree's Financial and Distribution products are a simple answer.

RESULTS Staff are able to perform more tasks, accounting hassles are eliminated, and Greentree is already primed for Alvin's future expansion plans.



The story of Alvin Electronics just goes to prove Greentree's flexibility: it can serve smaller businesses quite comfortably, with extra capabilities readily available if they decide to expand.

This modest-sized company imports a range of electronic products, which it sells directly in its home state of Victoria, and distributes nationally. It has some 1600 items in its catalogue, and has to compete with online shopping as well as other, similar companies.

"I think what sets us apart from our competitors, is that we also provide a knowledge base for our clients if they have technical issues," says Alvin's Administration Manager, Lisa Rennie.

"Our mantra is 'quality of service and quality of product'."

Plug in, switch on

Now in its 25th year of operation, Alvin Electronics has six full-time employees and one part-time, and uses Greentree for financial management and distribution. Alvin was a user of Greentree's forerunner, CBA, and made the switch to Greentree with little fuss.

"It was a no-brainer for us to move to Greentree," Lisa says. "Nobody else could offer us anything close to what it had."

Alvin's requirements are not complex; Greentree synchronises with an Excel spreadsheet to provide the monthly profit/loss and balance sheet report, and warehouse staff can turn an order into an invoice themselves, as well as processing packing slips and doing stock inquiries. Greentree has also helped to reduce errors in orders.

"The beauty of Greentree is that you can backtrack easily to correct an error before an order or an invoice is despatched," Lisa says.



Streamlined process

For Lisa herself, Greentree has made the regular accounting process trouble-free and less time-consuming.

"The word 'streamlined' keeps coming to mind," she says. "The old end-of-month regime doesn't exist anymore – you just click a box and it's done. Previously I could never take annual leave over the end of a month. I don't even have to think about that now. I love the ability to automate a lot of the processes, such as statements. If I'm not going to be there that week or whatever, I can just schedule it through the task queue.

"We've been able to rationalise the activity of our staff because the ease with which a lot of the processes can be done in Greentree. Our regular staff can multi-task, which means we no longer have to employ temporary staff for particular jobs."

As we mentioned before, being an existing CBA customer made Alvin's transition to Greentree relatively simple. "When we decided that everything should go live, it happened without any issues at all," Lisa recalls.

She adds that the implementation, done by Greentree partner Star Business Solutions, was "terrific".

"They understood straight away where we might have some problems, and were able to avert that right from the beginning. I just can't criticise Star at all – they've done everything we've asked them to do."

Alvin's future plans include an online store handling direct-to-consumer orders for a small range of goods. If those plans firm up, Greentree's eBusiness suite will be available for quick implementation.

"We had a vision of what we needed this software to do," Lisa concludes. "We saw that we needed to move with the times and future-proof ourselves, and I'd say the money was well invested.

"Because we're only using a small percentage of Greentree's overall capability at present, I have no doubt that for anything we want to do in the future, the technology that we need is probably already available, and we'll be able to use it."

we³

ALVIN

Since 1987, Alvin Electronics has committed itself to providing quality trade and home technology products at competitive pricing. Its product range has evolved from a limited number of television antennas and associated accessories, to a full complement of both packaged and unpackaged products covering television, telephone, data, security, and the home theatre audio/video market.

www.alvin.com.au

star Business Solutions

Star Business Solutions is Greentree International's most experienced and well-resourced Business Partner and value added reseller and developer. Star Business Solutions has been in partnership with the company since it began and undertaken a number of development projects on behalf of Greentree that have become critical in developing Greentree's total business solution.

www.starbusinesssolutions.com.au

Greentree
PRIMED FOR BUSINESS

We are unashamed technology and business buffs; fanatics; addicts. Call us what you will, we have one obsession: building the best business software. Greentree is today's ultimate business painkiller and multivitamin, that in 10 years time will still be the best performing business software.

www.greentree.com

ALVIN ELECTRONICS
PRIMED FOR BUSINESS