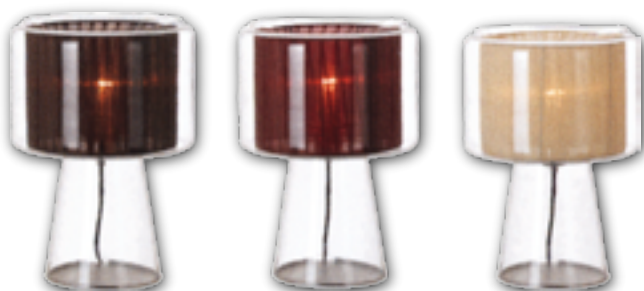


From humble beginnings fifteen years ago, to one of Australia's top four lighting-products wholesalers, Telbix's success is proof that a strategy focused on quality, cost effectiveness and customer service can deliver significant business growth.

This importer, wholesaler and retailer of Telbix branded lighting products started out of a single retail store. The operations have grown to include nine stores, a central warehouse and representation in most states.

Boasting an impressive customer base of speciality lighting stores including Light Up Australia, Telbix imports its products from China and Japan. The focus on providing exceptional service at each contact point with their customer-irrespective of size- is credited for the impressive growth in the last year. Telbix added 400 new products to its product range of 1600 products, more than doubling its target growth of adding 140 new products in the year.

Ken Warren Warehouse Manager at Telbix says "We are a company that is in a rapid growth phase. To support this growth and ensure that it is sustainable we have implemented PRONTO-Xi. This has replaced our manual systems and provides the tools that are needed to help ensure that we have all the information we need to manage the growth wisely.



TELPIX

Telbix Australia

- ◆ Importer, wholesaler and retailer of lighting - one of the top four in Australia
- ◆ Owns 9 retail stores in Victoria under the "Light Up Australia" brand
- ◆ Impressive product range of over 1600 SKUs
- ◆ Business strategy based on quality, value and customer service excellence

Priming for Growth

Warren says "We evaluated four other software packages and decided on PRONTO-Xi because it was an integrated solution offering Financials, Distribution, Payroll, Retail Point of Sale and Warehouse Management System with RF. We evaluated the solution based on its ability to grow with the business and scale appropriately, whilst still being easy to use and to work with."

Shortly after the implementation, Telbix began to record improvements in staff efficiency, data integrity and visibility. Warren says "PRONTO-Xi offers staff the ability to promptly respond to customer queries. They have access to order status, details of products shipped and customer credit history and can deal with any queries quickly. All of this is a close fit with our underlying value of providing exceptional personalised service every time."

"After using the system for just under a year, I am pleased with the decision we made because we are yet to fully tap into the potential of PRONTO-Xi and I believe that the system will grow with us."



Distribution Benefits

Warren says that Telbix has become more responsive to its customers - further increasing opportunities to grow. "Order turnaround has increased from 60-70 orders a day to about 120 orders a day. Additionally after introducing Scanpack RF into the warehouse, order accuracy has improved, the location of product is more transparent and putaway is efficient because it is automated."

Increased visibility has also improved product movement as replenishment is more efficient. As a result pickers no longer lose time waiting for bin replenishment.

Warren noted "The system is so flexible that it fitted in closely with our business process, so no modifications were required. As a result our warehouse has reaped all the benefits of the system with minimal disruption to the business."

Sales Efficiencies

PRONTO-Xi also helps sales agility. Warren says "Sales staff can quickly identify geographic regions that are underperforming and step in to help out. And with the visibility and transparency of the system the effectiveness of their help becomes evident pretty quickly." A similar level of transparency across Telbix's retail stores helps the management team identify products that are more frequently discounted. "It seems like a small thing, but knowing which products are discounted in which regions, allows us to proactively work with the sales teams and either reprice items to customer expectations, or improve our sales techniques to reduce the level of discounting. In this way PRONTO-Xi is adding considerable value to the business beyond the big ticket items we expected, such as the warehouse and distribution side."



KEY BENEFITS

- ◆ Daily order turnaround has increased from 60 to 120
- ◆ Visibility of product location and automated product replenishment improves picking and packing efficiencies
- ◆ Improved sales visibility validates product introduction and retirement decisions
- ◆ Staff able to accurately locate and inform customers of order status

PRONTO-Xi's superior visibility provides Telbix with the detail and accuracy required to identify which products are selling well and gain instant feedback on the success of new product introductions. Telbix now has a level of sales visibility that ensures they make appropriate decisions about introducing and retiring products.

...so easy to work with

After evaluating both Unix and Windows environments Warren decided on Windows server as the platform for PRONTO-Xi. "We are more familiar with Windows and find PRONTO-Xi on Windows so easy to work with. Simplicity and ease of use has been a major drawcard to the product. Additionally a responsive support team and account manager has made our dealings with Pronto Software a pleasure. We can see ourselves using and recommending PRONTO-Xi for the next fifteen years", he concluded.



Pronto® Software is a global provider of fully integrated Enterprise Management Systems. With more than 30 years experience, Pronto Software enables over 1,200 businesses to maximise productivity, streamline their supply chains and deliver superior customer service.

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