# CASE STUDY

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| CLIENT: | Chefs Hat |
| INDUSTRY: | Hospitality |
| LOCATION: | Australia |
| PRODUCT SUITE: | EXO Business |
| MYOB ENTERPRISE PARTNER: | OxygenExpress |

## Overview

Chefs Hat is a Melbourne-based hospitality supply business, which targets a variety of companies in the industry, from hotels to bars, restaurants, cafes and fast food outlets in the Victoria area.

It has been in operation for about 12 years.

In 2003, the company opened a retail arm, aimed at providing quality, professional cookware, kitchenware and tableware to the general public.

While the products are available to anyone – the retail division is targeted at women aged between 25 and 55.

## Setting new limits

Chefs Hat has been using MYOB EXO Business, formerly known as MYOB Exonet, since March 2008. Prior to installing the software it was using a combination of MYOB Premier and RetailManager.

The company made the decision to switch to MYOB EXO Business after realising it's existing system was too limited for the company's needs.

Chefs Hat General Manager, David Sawicki, says the business was looking at a range of different software to handle its front and back end. Exonet was by the far the most cost effective system."

## Working with a partner on the same wavelength

The installation was conducted by EXO-specialists OxygenExpress (formerly Intacct), who were onsite from day one to handle any issues that might arise.

Their first step was to look in detail at Chef's Hat's primary requirements and assess where EXO needed to be customised.

"David came into our initial discussions wanting a number of new reports that would let him see how staff and product ranges were performing," explains Tonya Sey, a consultant at OxygenExpress.

"Naturally there were a couple of tweaks that needed to be made, but on the whole we were able to demonstrate that most of that functionality already existed in EXO".

## Learning to live with a new system

A day after go-live, Sey received an email from Chef's Hat thanking the team for their help.

"It's not something we expect from clients – but it's nice to know when you do a good job," she says.

According to Sawicki, the installation was almost effortless.

He says there was some initial trepidation from staff, but as they get more used to the system and the flexibility it offers them, they are much more confident in how they use it.

Training has helped in that respect.

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Rather than bombard users with the new system in its entirety, OxygenExpress took groups of users off-site to show them how to use only the features most relevant to their roles.

"This made the learning process less of an uphill struggle," says Sey.

## Exceeding expectations

Sawicki says in most cases, the software exceeds expectations, but more importantly, "as we grow it already seems to have functionality that assists us.

"MYOB EXO Business is more powerful, provides a better analysis of data, and offers a better workflow, especially with how it handles customer quotes right through to delivery," he says.

"The system has definitely streamlined our operating processes.

"We have better analysis of data such as GP's, and sales figures," says Sawicki.

"POS is simple enough to train new staff members quickly, while EXO Business is powerful enough to handle most requirements."

The software has also allowed for a better understanding of the business.

"MYOB RetailManager was fairly simple in how it handled data. While there were some initial problems in transferring information between the two programs, the data on EXO is a lot more concise and easier to interpret.

"We now have the ability to analyse data more effectively, which in a lot of lot of cases assists with the decision-making process. Having the information available to gauge people's performance also helps in that aspect."

## Customised reporting

It's in the area of reporting that Sawicki thinks the company has benefited from most since adopting EXO.

"It's the biggest difference between EXO and RetailManager," he says.

OxygenExpress created several new reports for Chef's Hat.

According to Sey, "We needed to replicate how they had their pricing structure in RetailManager, so we customised an internal document that would allow sales managers to look at profit margins as they were working up new quotes."

But there wasn't a huge amount of customisation needed. The basics are all there in EXO.

"It's always great when we can tell clients they don't have to spend lots of money getting something right," says Sey, "and that's exactly what we were able to do with Chef's Hat.

Sawicki says OxygenExpress made it easy.

"Really, the only problem we had was defining our own requirements."

## Managing Growth

A few months down the line and the team at Chef's Hat are still confident EXO was the right system to go with, according to Sey.

"MYOB EXO Business is almost completely scalable to our needs and as we grow we're placing more and more reliance on the systems within the software, which it is handling without a problem," says Sawicki.

"Over the last 12 months we have experienced close to 37% growth and a lot of that can be attributed to the software and the increased usability it has given us."

## Client and Enterprise partner details

www.chefshat.com.au

www.oxygenexpress.com.au