

# CASE STUDY

CLIENT:	GKA Sports Distribution
INDUSTRY:	Import, export, and distribution / sports & recreation
LOCATION:	Australia & New Zealand
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	Exoserv

## Victorian cycling distributor saddles up for 360° business health visibility

### Overview

Founded in 1999, GKA Sports Distribution is a wholesale sports distribution business in Australia specialising in high-end bicycle and motorcycle accessories.

With highly knowledgeable and experienced sales representatives out in the field, visibility on orders, stock levels, and sales histories is paramount to the success of the business. But access to that information is only possible with the right business management software.

### Growing pains

For seven years, GKA had been using MYOB Premier. And for the vast majority of that time, they'd enjoyed it.

"What we loved about Premier," says Glenn Lee, Managing Director at the company, "was that you didn't have to be an accountant to use it. Fixing errors or just staying on top of your accounts and inventory was really easy.

"The only downside," he suggests, "is that it was a little limited in terms of reporting and customisation."

### A good fit

Once GKA realised they'd outgrown the system, they started looking around for a replacement. But what they kept coming across, according to Lee, were systems that stored data off-site.

"We just weren't comfortable with that," he says.

It was after seeing an advertisement for MYOB EXO that the search turned a corner. GKA called up MYOB, who immediately put the distributor in touch with local implementation partner, Exoserv.

"Straight away we felt comfortable," says Lee. "And it didn't take long for us to see that EXO not only offered the best value for money, but would allow us to run our business the way we wanted."

He continues: "EXO had the ability to add modules for expansion. It was clear that we'd be able to customise reports and run several warehouses too."

### Given that sense of security

Features aside, Lee admits that Exoserv's presentation played a big part in their decision to go with EXO.

"Exoserv really presented the product well," he says.

"Above all, they gave us a real sense of security about training and transition, which is the biggest issue when moving to new software."

Of everyone at Exoserv, "It was Hamish and Peter who spent most time seeing to what we needed," says Lee, "but the whole team was good. They got us up and running in the agreed time, and the training was really useful."

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## Fine tuning

Because Lee and his co-director Kerry follow the numbers very carefully, they wanted to customise certain aspects of the reporting quite precisely.

For example, rather than just having 'tyres' as an item, GKA wanted tyres split into subcategories: road bike tyres, mountain bike tyres, and BMX tyres. To make this happen, Exoserv created a separate GL account for each in EXO.

They also split expenses down into smaller groups.

According to Lee, this wasn't something Exoserv had been asked to do very often. But, "To their credit," he says, "they got in there and did it."

"The guys have done a lot of good work customising the system for us. And if we ring up with a request, they're normally quick to find a solution."

## Live updates 24/7

Since installing EXO, there have been noticeable improvements.

The management report is excellent, according to Lee – something he looks at two, three, four times a day.

"Even working remotely," he says, "EXO makes it very easy for me to check on the health of the business on a daily – or even hourly – basis. Because it's a live report, we can see how sales are going, how our collections are going, and what our stock turns are, all at the touch of a button."

Integrating EXO with SalesMatrix has made a big difference to visibility, too.

"Like the management report, we can filter SalesMatrix by rep, by brand, or by customer," says Lee, "which gives us an idea of how we're going at any given time of month."

"It is particularly good at helping us understand our promotions," he adds.

"We can see whether we've had a spike in sales or whether the customers we targeted actually reacted. Because it pulls live data from EXO's database, you get real information – and that's sensational."

## Automating web orders

GKA has also integrated EXO with a Web Ninja Web Store. This allows them to process orders automatically.

"Every 30 minutes, the Web Ninja site uploads orders to EXO. All we have to do is go into the orders screen to see them – which obviously speeds the process up considerably," says Lee.

For GKA there are two clear advantages to this:

- > It enables them to ship out to customers the same day.
- > It means customers can login and see for themselves what's in stock.

## Better visibility all round

When asked what he thinks makes EXO so suitable for a business like GKA, Lee points out a number of things.

"For one, the system does a good job of handling a large inventory," he says.

"It can also handle multiple currencies, which makes life much easier if you're importing a lot of items from overseas, like we are. In EXO, foreign exchange details are always up to date."

"It's an excellent system," he says, "and Exoserv are excellent people to work with".



### AUSTRALIA

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