

CASE STUDY

CLIENT:	Global Alloys
INDUSTRY:	Wholesale and Retail
LOCATION:	Australia
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	Exoserv

MYOB EXO Business helps Global Alloys thrive into sustainable and growing business

Overview

Facing serious, global and competitive threats over the past 10 years, Global Alloys, a manufacturer, importer, wholesaler and retailer of alloy products, has innovated and thrived into a sustainable and growing business.

Sourcing raw materials from many suppliers and then mixing the metals to produce alloy products, the finished products service industries such as stained glass, jewellery, cathodic protection (mainly for the marine industry), radiator repair and electroplating.

Under intense industry pressures, Global Alloys has innovatively expanded its product line, from 100-200 items to a stock list of around 4000 products.

Global Alloys has continually re-invented itself, meaning it now also has a wide range of clients too, with business activities spanning the Asia Pacific region.

An MYOB Premier user for 10 years until the end of 2005, the business owners felt they had outgrown the software.

Key challenge

It has been owner Doug Walker's ambition to further solidify Global Alloys as a sustainable business in this competitive and changing industry.

To help achieve this, the business needed a flexible software solution to grow with the business that had:

- sophisticated inventory management
- detailed reporting on sales by customer, including price versus cost and budgeted price
- reporting on sales by sales representative
- customer reporting
- multi-location
- contact management
- extra fields and the ability to customise easily

Solution

Global Alloys produced a detailed requirements document and conducted an exhaustive search canvassing dozens of potential software providers, before deciding on MYOB EXO (formally MYOB Exonet).

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“MYOB EXO provided faster access to our information, increased accuracy, and a decreased lead time for product delivery and fulfilment,” said Doug.

The business has also benefited from the software’s ability to calculate different currencies, and the landed cost of goods including duty and shipping charges.

MYOB EXO allows Global Alloys to run different stock locations, including van stock, with two representatives in Melbourne, and one in Sydney, Perth and Tasmania. More stock control allows the business to calculate the stock requirement of all the sales representatives, meaning they don’t have to carry excess stock.

Tailoring of MYOB EXO the key benefit

“The ability to tailor MYOB EXO to suit our needs is a great feature of the software. For us it means flexibility to add extra fields on sales orders, debtors, and other areas to capture more information at the time of processing,” said Doug.

In the future, Global Alloys will also be producing a variance report between the actual and required usage of materials, enabling significant savings in raw materials.

“We plan to fully use the potential ability of the software, adding extra tables to the database to measure the amount of scrap alloys as there is a lot of impurities, and capturing that impurity and the acceptable tolerance level,” he said.

Tailored training and support a clear winner

Global Alloys has always been a strong advocate of MYOB’s technical support when they were MYOB Premier users.

The training of staff on MYOB EXO has been very well received with each staff member receiving training on the relevant area of the software. Training on such areas as bank reconciliation, general ledger, management reporting and stock control has all been tailored to the relevant person within the business.

“We’ve found the training very tailored to the individual needs of each staff member with the focus on specific areas and some overlap in usability, and staff have found it very easy and picked it up well,” he said.

There has been no need for an internal IT manager or additional people required to run the software.

Advice

Global Alloys offers the following wise advice for those growing businesses looking to make the leap to a more sophisticated software solution.

“Firstly, do your homework and know what your business requirements are as it’s no use searching for something if you don’t really know what you want. Also, ensure you have a budget and a timeframe for providers to work towards as this will give all parties the best chance of meeting your needs,” he said.

“And of course if your existing software is beginning to feel the strain under your growing business, certainly consider MYOB EXO.”

Client and Enterprise partner details

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