

# MYOB Exo

Client Unitex International | Partner Kilimanjaro Consulting | Location Australia  
Product MYOB Exo Business | Industry Wholesale



## Wholesale rug supplier rolls out Exo

Unitex International is one of Australia's leading wholesale rug suppliers. Founded in 2004, Unitex offers a wide range of popular rugs. Their in-house Rug Culture range alone offers customers an assortment of rugs across more than 30 collections. This number has doubled in the past year. The company's internal system couldn't keep up with the growth, so it was time to upgrade.

### Problem

#### Too big to sweep under the rug

When the team at Unitex implemented MYOB Premier in 2004, they only had 2 operators. The software met their needs at the time. The "off the shelf" product was affordable and easy to use. Unitex was happy with the product and used it for 4 years.

However, as business grew, so did the need for a system with more functionality. The limited control over debtor accounts, lack of visibility, reporting limitations and manual processes slowed the business down. The system simply could not keep up.

"We quickly identified the need for a holistic approach to our ERP needs," said Unitex Director, Afshin Nejadiran. He continues, "We were having to use Excel and other software to manage processes which should be encompassed within an ERP software solution."

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### Solution

#### Exo Business rolls out seamlessly

During their initial research, Unitex considered several options. This included NetSuite, Jiwa and Jim2. The team also discovered Exo Business on the MYOB website. They researched its functionality and the product ticked all the boxes.

"Other options we looked at had lower entry costs with limited functionality or much higher cost with complicated migration and higher ongoing fees. Finding the right solution with all the required features as well as the most seamless upgrade path was high on the priority list," says Nejadiran, "We chose Exo for its functionality, entry cost, familiar interface, scalable components and user licencing. It's highly customisable for our niche business type, has multi-currency, provides in-depth reporting on all aspects of the business and visibility of business data and activity all within one suite."

Although Unitex knew they wanted to go with Exo, they didn't have the right technology or partners to make it happen. The company contacted MYOB and were referred to Kilimanjaro Consulting, an MYOB Partner. "They got us off the ground quickly and within budget so we could move on with our growth strategy," says Nejadiran, "We had a relatively standard installation of Exo initially, with basic modifications."

"We moved onto Exo knowing the product would need to be scalable and customisable with business growth," explains Nejadiran. "Transferring data was easy, and whilst testing took some time, it was painless." Nejadiran adds, "We still use Kilimanjaro on an almost weekly basis to configure Exo to be tightly integrated to business activities and processes."

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## Outcome

### Exo has Unitex covered

Seven years on, MYOB Exo is still making business life easier for Unitex. The ability to quickly and easily customise the product has dramatically increased visibility for everyone in the business. Forecasting, reporting and stock visibility is now easily accessible to users. "Sales staff have confidence in stock holding and position. They can secure pre-orders – sometimes months in advance," says Najadiran.

Najadiran continues, "The increased visibility has allowed us to recognise underperforming stock and high margin goods, engage in marketing opportunities, tightly control and forecast future shipments, and have a snapshot of inventory in an instant."

He also adds, "Tighter control over debtors means we are now in a much stronger cash flow position."

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Before	After
+ Slow database	+ Highly customisable system
+ Manual processes	+ Increased staff confidence
+ Lack of visibility	+ Complete visibility of business operations
+ Limited control over debtor accounts	+ Tighter control over debtors
+ Limited product configuration.	+ Stronger cash flow position.