

MYOB Advanced | MYOB AccountRight

Client Soul Origin | Product MYOB Advanced & AccountRight
Location Australia | Industry Food & Beverage, Franchises



MYOB helps deliver best food service

Soul Origin is Australia's fastest-growing fresh food franchise operation. In five years, its expanded from three stores to more than 70 nationwide. MYOB Advanced, combines with MYOB AccountRight to connect and support the franchisees.

Problem

We broke the system

Soul Origin's rapid growth created a typical business problem: its legacy Xero software simply couldn't handle the pace anymore.

"We actually broke the accounting package we were using," says CEO, Chris Mavis. "The solution was to find the software package that could help us grow and develop, we needed an enterprise solution to give us the reporting we required, but also meet the needs of the high level of invoicing that we are generating as a business."

Soul Origin has a significant number of franchisees who run multiple business units. It wanted a solution that could connect them to a central database for head office reporting. However, it also wanted to give franchisees access to bookkeeping and payroll software that would simplify their accounting yet not limit their features – MYOB's AccountRight solution suited their needs perfectly."

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Solution

Everyone together in the cloud

A cloud-based solution was deemed to be essential for ease of access by franchisees across the country. MYOB Advanced and MYOB AccountRight were deemed ideal for this purpose.

"By bringing MYOB Advanced into our Support Centre and making that the core of our business, it then made sense for us as an organisation to give our franchisees those advantages," says Chris. "We brought MYOB into the Soul Origin family with the view that the Area Coaches would be able to have access to good, clean numbers instantaneously and be able to help and support the franchisees to become more profitable, but also to identify issues that may be arising in a business."

"Being on the cloud, we can make decisions as fast as humanly possible and faster than we've ever been able to do so before."

An implementation of MYOB Advanced at the head office and MYOB AccountRight in each franchise connected their systems to provide Soul Origin a single cohesive view of their business. Tanda, a SaaS package that streamlines rostering and payroll functions, was also integrated into the solution.

Chris is also positive about the support that he is receiving from MYOB. "From day one when we made the decision, both for our franchisees and for our support setup, it's just been seamless and it's been a joy to work with such a professional organisation."

"These solutions create unique integration opportunities for franchises, which helps franchisors offer support to franchisees and increases visibility across the business," says MYOB's Head of Partnerships, Simon Dennis. "Ultimately, this integration minimises risk factors across the entire business."

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Outcome

The precious gift of time

With AccountRight providing all the back-end data that helps franchisees make better decisions, and Advanced giving Soul Origin's head office live visibility of every franchise-holder's performance, the retail outlets are freed up to focus more on delivering best-quality customer service.

"One of our multi-unit franchisees who has five stores now came to me and said 'Chris, thank you for giving us surety' because she had a system and a chart of accounts that really reflected what her business looked like.

"She also thanked me for giving her time back to spend with her family and also for giving her more time to spend on her business, growing sales and growing connectivity with her customers," Chris concludes.

"Time to spend with family, to spend on business, growing sales and growing connectivity with customers."

Before	After
+ Xero system couldn't handle large volume of invoices generated at Support Centre level	+ Advanced and AccountRight deliver seamless bookkeeping to franchisees
+ Didn't have access to sophisticated, intelligent reporting	+ Head office has live visibility of every branch's performance, coupled with superior analytics
+ Franchisees were spending too much time on paperwork	+ Franchisees have more time to focus on customers, and have gained precious family time