

MYOB Advanced

Client Broadway Liquor | Location Australia | Product MYOB Advanced
Industry Hospitality, Food and Beverage, Warehousing and Distribution



Cloud solution serves up multiple access and streamlined processes

Broadway Liquor is an Australian institution. They started as an early importer of Spanish wines in 1981 and continue to import unique wines and liquor to sell to bottle shops, restaurants, and other parts of the hospitality industry. Moving to MYOB Advanced has increased their capacity, given them remote access to data in multiple locations, and streamlined processes in the business.

Problem

Business needs had outgrown the system

Broadway Liquor is run by Dean Simmonds, son-in-law of the original founder. Dean explains that although the business is a small to medium enterprise, things aren't always simple – particularly when it comes to accounting. The wine and liquor industry is affected by a number of complex taxes and fees, and because the business sells in different parts of Australia, they need to manage stock movement and warehouses as well. The Broadway team used MYOB Premier to manage their books for a decade, and it was coming to the end of its life.

Dean explains: “The database became quite big after ten years, and the system became slow. Reporting became an issue, rolling over to new financial years became difficult. We were using MYOB Premier to the maximum, and it was struggling. The complexity of it is that we have multiple warehouse sites with multiple sales prices to multiple customers with different discounts and different sales reps. It's a matter of making sure you've got the correct region, the correct warehouse, with the correct sales rep. There are a lot of things to tick off.”

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Solution

Upgrade, update and upskill

The Broadway team decided that a software upgrade was the best way to increase capacity and solve their ongoing issues. They looked at several software options before deciding to stick with MYOB. Other systems, they discovered, were either too complex – or simply too expensive.

After talking to an MYOB partner, they upgraded to MYOB's Advanced system. This system is cloud-based, and offers higher capacity and customisation. For a growing family business with a team that often works remotely, these features were essential.

The current size of the business means they're not using Advanced to full capacity – ideal, because this gives them room to grow.

Because MYOB Advanced offers so much, it can take time to learn the system. This was particularly true for Broadway Liquor, as they needed to work out how to manage industry-specific elements such as WET (wine equalisation tax) and GST. Dean has an in-depth understanding of these complexities, but needed help translating them to the new system.

The MYOB Partner created the customisations the system needed to cope.

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Outcome

Cloud access with much more functionality

Although Broadway has now completely switched over to Advanced, they spent several months using the new system alongside their old one in order to transfer data, customise key processes, and make sure all staff members were ready for the move.

Now that staff are up to speed with the new system, feedback is generally positive. They enjoy having remote access, access to email history, and the ability to store key information such as contacts and customer cards.

As the team gets comfortable using Advanced, they're also discovering functionality they didn't have before.

Transferring stock between warehouses is one incredibly helpful function and Dean is enthusiastic about it. He says: "Multi-stock locations and the ability to transfer within warehouses is fantastic. Not only does this save time, but it's increasing the accuracy of stock levels across Broadway's warehouses."

Managing a range of different discounts and reports is also a benefit – the business has various discounts for different customers, which are simple to set in the new system. They're also able to set limited discount periods for certain stock items, and the system will reset to the original price after that time.

More generally, Dean and the team have found that putting processes into Advanced has helped streamline their day-to-day work. They're able to store and access key information from anywhere, which helps speed things up and improves customer service. As they move more processes to the system, they will be able to store invoices and other records, which will help them meet government requirements for data retention, without the need for piles of paper.

It's about keeping the accounting and records side running smoothly and efficiently, so Dean and his team can focus on building the business. He explains: "We're definitely happy with the way it works and there is more functionality that we can utilise. I'm looking to migrate some of my other businesses to MYOB Advanced."

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Before	After
+ Struggled to meet capacity	+ Increased capacity for data storage
+ Lack of remote access	+ Cloud-based storage, remote access
+ System slow, crashed frequently	+ Fast, reliable system
+ Limited functionality	+ Managing across multi-locations