



Medshop Australia



CUSTOMER:
Medshop Australia



INDUSTRY:
Manufacturing



LOCATION:
Melbourne, Australia



PRODUCT:
Sage ERP Accpac, Sage CRM,
Accellos WMS

“Initially, we focused on just daily use ‘hands on’ medical equipment for practitioners, simply because that was all we could handle in terms of managing inventory levels and deliveries. To begin with, we had limited infrastructure and capability, and maintaining top quality service was imperative to our business model.”

STEVE CUMPER – DIRECTOR, MEDSHOP AUSTRALIA

THE CHALLENGE

In 2005 Steve Cumper was a medical student at university, wanting to order equipment for himself and his classmates. He found the level of service offered by most medical equipment suppliers was extremely poor.

To address this shortfall in the market, Steve Cumper founded Medshop Australia. Starting life as a small online business catering to the university market, Medshop now offers products and services to all areas and specialties in the healthcare industry, including aged care, hospitals, universities, clinics, allied health care providers, nurses and the general public. In 2008, Medshop opened their first retail outlet and in the beginning of 2010 they opened a showroom in Melbourne as well as upgrading to a 2000 square metre warehouse. In addition to a strong physical presence, they are now the largest online distributor of medical equipment in Australia.

REQUIREMENT

Prior to implementing Sage ERP Accpac, inventory was managed by sight, limiting the range of products they could offer.

Medshop wanted to grow and offer a greater range of products to a broader range of customers. They realised they needed to move away from Quickbooks and implement an integrated, robust, and flexible, ERP and Warehouse Management System that would give them greater automation, process efficiency and management control.

THE SOLUTION

Prior to talking to a consultant or a sales person, Medshop did a lot of investigation themselves into what was available on the market. Cumper said, “We wanted a solution that would best address our needs for the price. We didn’t want to be influenced by a clever salesperson or consultant. But to select a solution based purely on its merits.”

As well as Sage, Medshop looked at MYOB, and a number of other SME ERP vendors. “We could prove that Sage ERP Accpac had the functionality and flexibility to adapt to our workflows. Automation was one major reason we went for Sage ERP Accpac and when combined with Accellos, the Warehouse Management System component, that was the real drawcard.”

THE CHALLENGE:

To increase and diversify their business. Medshop Australia needed a new ERP and Warehouse Management System.

THE SOLUTION:

An integrated Sage ERP Accpac, Sage CRM and Accellos WMS enterprise system.

THE RESULT:

Help expand business operations by 50%.

ABOUT MEDSHOP

Medshop Australia is a family owned business that was founded in 2005 to provide primarily diagnostic equipment to the Australian student market. Since that time our range has grown to include products for a diverse spectrum of customers including medical professionals, complementary therapists, nursing professionals, students and home users.

ABOUT ENABLING

Enabling is the recognised leader in the provision and support of business management applications throughout Australia and New Zealand, especially in the areas of technical and development expertise, solution design and long-term customer service. With offices in Melbourne, Sydney, Brisbane, Auckland, Wellington, Christchurch and Dunedin, we have both strength in numbers and depth of expertise to support organisations of all sizes with a multitude of requirements.

ABOUT SAGE

Sage is a global provider of end-to-end business management solutions covering areas including accounting, supply chain, point of sale, EDI, web store, manufacturing, construction, property management, business intelligence, CRM and hosting services.

The offering meets the unique requirements of mid-market Australian and New Zealand businesses. Sage's solutions cover a wide range of business disciplines to enhance a customer's competitive edge and provide seamless integration across its internationally recognised and award-winning solutions.

In addition, these solutions are designed to be comprehensive, scalable and cost-effective, ensuring that as a customer's business grows or needs change, so do the solutions.

SOFTWARE CHOICES

- Sage ERP Accpac 200 including:
 - Purchase Orders
 - Order Entry
 - Inventory Control
 - Accounts Payable
 - Accounts Receivable
 - General Ledger
 - Multicurrency
- Sage CRM
- Accellos Warehouse Management System
- Iciniti Webstore

They selected Enabling Victoria to be their implementation partner and bought eight licences of Sage ERP Accpac including Sage CRM, Accellos Warehouse Management System and Iciniti e-commerce – providing a tightly integrated and complete solution. “One of the things we wanted to do but couldn't do previously was to expose inventory levels and closely manage our wholesale and regular customers through a member based e-commerce platform. Iciniti has given us that ability, giving our customers greater transparency and allowing them to make more informed decisions when ordering.”

Before implementing Sage, they ran the new system for a while in parallel with the old system. With a core focus on maintaining a high and consistent level of service, it was imperative that no down time was experienced.

THE BENEFITS

The implementation of the Sage ERP Accpac solution has meant that Medshop has been able to meet its objectives for growth while maintaining its high levels of service. The new solution delivered a return-on-investment within three months. Cumper comments, “The roll out is still evolving as we discover new aspects and functions in the solution as well as adding new modules. However, within three to four months of implementing the new system, we were able to achieve fifty per cent growth in the business.”

“The fact that we achieved this growth, taking on eight new staff in the last year, while maintaining gross profit levels and maintaining high levels of service, has been quite impressive.”

“Due to the greater management controls in place and the automation, we are now able to offer consumable products. With consumables it is important that the chain of responsibility is clearly defined, where we need to closely manage the quality and the service of the products we supply.”

“Turn around times and accuracy are really quite critical in that sort of environment. A hospital may have a requirement for a surgical instrument needed for a particular procedure, happening at a particular time.”

THE FUTURE

In the future Medshop want to make greater use of Sage CRM to empower their account reps in the field. “Currently we are coming to grips with CRM and the potential benefits it can deliver. Already CRM has given us the ability to manage our sales staff better and for us to give them the information so they can do their job properly. We are able to see the success and conversion rates for individuals and whether everyone is adhering to best practice.”

“We expect the more confident and familiar we become with the system, the greater use we will make of it. The idea being, the most efficient way for the sales team to work is to be out in the field then in the office.”

“The new system has allowed us to greatly increase the range of products we offer.” This solution from Sage has been a success on many levels: in implementation, in supporting 50% business growth, improving efficiency and facilitating top quality customer service.

“Within three to four months of implementing the new system, we were able to achieve fifty per cent growth in the business. The fact that we achieved this growth, taking on eight new staff in the last year, while maintaining gross profit levels and maintaining high levels of service, has been quite impressive.”

STEVE CUMPER – DIRECTOR, MEDSHOP AUSTRALIA

AUSTRALIA

1 800 36 22 54
1 800 enabling

NEW ZEALAND

0 800 36 22 54
0 800 enabling