



# rockend



**CUSTOMER:**  
Rockend Software



**INDUSTRY:**  
IT&T/Computer Software



**LOCATION:**  
Sydney, Australia



**PRODUCT:**  
Sage ERP Accpac, Sage CRM  
and Sage eMarketing (CommuniGator)

“We had islands of information throughout the organisation – which is extremely frustrating in any business. There were issues of system responsiveness, ease and speed of reporting and information having to be entered multiple times due to applications not communicating with each other. As a team we recognised that we needed to address these technology issues before our growth impacted our ability to support customers.”

JOHN GODDARD – CEO FOR ROCKEND

## THE REQUIREMENT

With continuing growth, Rockend was managing five different systems which did not communicate with each other: they used HEAT from Frontrange for their help desk and call centre, Sybiz for accounting, and a range of disparate hosted systems for project implementation, support, customer web site and sales/marketing.

Another factor driving Rockend to improve its business systems was planning for overseas expansion. They needed an integrated CRM/ERP system that would increase process efficiency and give everyone within the organisation a single complete view of the customer.

## THE SOLUTION

In a phased implementation project, Rockend installed Sage ERP Accpac and Sage CRM. Sage CRM has replaced four previous customer facing applications that managed their help desk, sales and marketing. Sage CRM integrates with their website, automating the online ordering process. Included with CRM was Sage eMarketing (CommuniGator) to produce increasingly targeted and intelligent campaigns based on audience preferences and interest.

“We evaluated a range of solutions from SAP and Microsoft, as well as a number of solutions from some smaller players. From the beginning we liked the look and feel of the Sage CRM solution and the level of integration it had with Sage ERP Accpac.”

JOHN GODDARD – CEO FOR ROCKEND

## ABOUT ROCKEND

Rockend is a Sydney-based software provider specialising in property and strata management applications for real estate and body corporate businesses. The core functions of the company include system development, marketing, sales, software implementation, training and client support.

The ongoing challenge to deliver outstanding client support is an important feature of Rockend's success. From a small beginning in 1979, selling directly to property professionals, Rockend now supports over 3,600 businesses employing more than 14,000 property and strata management users located throughout Australia and New Zealand.

## 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 and 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.

Sage CRM is an easy-to-use independent CRM solution that provides out of the box functionality, and easy integration with Sage ERP Accpac. It provides access to customer information anytime and anywhere, and can be customised to meet unique business requirements.

## SOFTWARE CHOICES

- Sage ERP Accpac
- Sage CRM
- Sage eMarketing (CommuniGator)

Sage ERP Accpac was implemented first, in 2008, to manage financials and financial reporting. The project was completed in late 2010 when all of Rockend's 100 staff and consultants moved over to the Sage system.

Rockend chose Enabling to be their business partner, "The quality of the senior people and staff that Enabling put forward to us, was fantastic. They were highly experienced and understood what we wanted to achieve, providing us with tremendous guidance and advice. From the beginning we were able to build a high level of trust with them."

## THE RESULTS

With a single, fully integrated solution Rockend have eliminated the silos of information within the organisation, allowing them to make better informed decisions, be more responsive to their customers and market, and drive process and people efficiency throughout the business.

"Everyone in the company can now see all the information they need about customers so that we can service them better. We know through viewing help desk call volumes when clients may need additional training. Our sales and new business operations teams now create agreements directly through CRM and the information they create is seen by our implementation and support staff. Implementations can be monitored in real time and we can assess the total value of each client to our business in seconds.

We've invested a lot of time and money into the new system because we needed a system that would support our plans to grow and expand the business in ANZ and overseas. It's the key platform for our future growth for the next ten years."

JOHN GODDARD – CEO FOR ROCKEND

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