



Southern Metropolitan Cemeteries Trust


CUSTOMER:

Southern Metropolitan Cemeteries Trust


INDUSTRY:

Cemeteries and burial services


LOCATION:

Australia


PRODUCT:

Sage ERP Accpac with Sage CRM

“We were using a dinosaur legacy system to manage our accounts. There were increasingly fewer people who could support or manage it. We needed a new system that could integrate CRM into our accounting system.”

RUSS ALLISON – CEO OF SOUTHERN METROPOLITAN CEMETERIES TRUST

THE SCENARIO

In 2009, Southern Metropolitan Cemeteries Trust (SMCT) experienced significant growth, with an increase of 7.5% in funerals, along with a further 14% increase in after funeral functions. In addition to the growth in the existing business, SMCT anticipated future mergers and needing to include additional sites in the coming 12 months.

To align with its anticipated expansion the Trust needed a management system suitable for use within a range of cemeteries across the country and importantly, which could integrate sales and customer information with information held in the accounting system.

Southern Metropolitan Cemeteries Trust investigated what was available, conducting extensive due diligence and selected Sage ERP Accpac – Sage CRM, an integrated system, from Enabling. The investment was more than \$1 million.

THE IMPLEMENTATION

Due to the nature and scope of the implementation – and demands on the day to day operations of the business – delivery was staged over a 12 month period. After extensive requirements analysis, consultation and planning, Enabling tailored the new system to the Trust’s unusual and special requirements. Delivery of the solution required almost 3 million records, some of them dating back to the 1850’s, to be transferred. Because the Trust’s contacts with customers and the industry are so sensitive, it was crucial that all data had to be 100% accurate and working at Go-Live date. As a cemetery, records must be kept indefinitely. “Some of the cemeteries entrusted in our care go back to the 1850’s. People don’t care if you maintain almost 3 million records, only theirs or their family’s matter,” commented Russ.

At this stage the Cemetery and Crematorium Enterprise Management Solution (CCEMS) comprises 75 licences of Sage CRM and 10 of Sage ERP Accpac. This number is expected to grow as more cemeteries want to join the solution.

ABOUT SOUTHERN METROPOLITAN CEMETERIES TRUST

Southern Metropolitan Cemeteries Trust (SMCT), formerly known as the Necropolis Springvale, is the leading provider of cremation and burial services within the state of Victoria. Renowned for its prudent cemetery management expertise, SMCT managed four cemeteries within Victoria, including Springvale Botanical, St Kilda, Dandenong and Melbourne cemeteries. As of 1st March 2010, they merged with Cheltenham Regional Cemeteries Trust to form SMCT.

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.

