

SAP Customer Success Story
MAC1



MAC1



Having experienced rapid growth during the past few years, **MAC1**, Australia's most successful Apple Computer reseller, turned to **SAP Business One** to provide its business with efficiency.

SAP HELPS MAC1 STREAMLINE BACK OFFICE OPERATIONS

With six stores in the Australian Capital Territory, New South Wales and Queensland, MAC1 is one of Australia's most successful Apple Computer resellers.

Backed by a 50-strong team of technology experts, the company sells Apple's range of computing and entertainment products to consumer, business and education-sector customers. MAC1 also provides comprehensive after-sales service and support.

Having enjoyed rapid growth during the past few years, the company realised its back-end computing systems were struggling to keep up. Purchased and installed when MAC1 was much smaller, they could no longer provide the level of support required for the efficient daily operation of multiple retail outlets.

MAC1 Group Director Ken Hogg said the company had been using the ShopFront point-of-sale system in each store and an MYOB package for back-office functions.

"The main problem for us was that the infrastructure was very limited in what it allowed us to do," he said. "The in-store systems could not talk to each other and there was no way to get an overall view of how things were going."

Mr Hogg said one staff member in each store had the task of collating sales and inventory information and then forwarding it to the company's headquarters for processing.

“SAP’s Business One has given me the ability to see store activity and inventory levels in real time, via a VPN (virtual private network) - it’s fantastic.”

Ken Hogg, Group Director
MAC1

Work had begun on replacing the core systems and rolling out new software when the company made a tough decision. "We realised the new software we were implementing would not be able to do exactly what we wanted it to do, and so we had to look further a field."

After examining a range of alternatives, the decision was made to implement SAP's Business One software suite in a phased, store-by-store approach.

“We made the task pretty tough for SAP’s Channel Partner as we gave them a deadline of just 14 days to get the new system up and running,” said Mr Hogg. “It took a lot of work but they managed to do it and we went live right on time.”

MAC1’s Wollongong store was the first to begin using SAP Business One, with ACT stores in Fyshwick and Canberra next to follow. Queensland stores in Sunnybank and New Farm will join the others later this year. Once fully implemented, each store will have its own server linked to a central system at the company headquarters.

“SAP’s Business One has given me the ability to see store activity and inventory levels in real time, via a VPN (virtual private network) - it’s fantastic,” said Mr Hogg. “It is a much more productive way of working and very intuitive to use, plus it didn’t take long for the staff to get used to the new system.”

Mr Hogg said Apple Computer had a complex rebate system for its resellers, however Business One was able to deal with this without the need for complex customisation and changes.

“When we had looked at other software packages, they just couldn’t give us this sort of flexibility, nor were they able to combine both sales and service elements in the way SAP Business One does,” he said.

For MAC1, the single most impressive feature of the software has been its speed. As well as streamlining back-office functions, it will allow stores to operate without a dedicated point-of-sale system. Sales details will simply be entered directly into the system to produce invoices and receipts.

The system’s speed also allows the company to create reports much more quickly than was previous possible. End-of-year summaries that once took about a month to pull together can now be completed in a single day.

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“We now have the ability to see exactly how we are tracking, the levels of inventory we are carrying, and to make performance projections.”

In the future, MAC1 has plans to link its SAP Business One system directly with Apple Computer's own corporate back-end system, further streamlining stock ordering and other functions. MAC1 was able to do this and was another strong reason why they selected SAP Business One.

Mr Hogg said other Apple Computer resellers were showing increasing interest in MAC 1's new system and appeared keen to learn more about SAP Business One. “They have seen the difference it has made for us and want to get some of those same advantages,” he said.

AT A GLANCE

SAP Solution	SAP Business One
Key Business Driver	Rapid growth
Industry	Retail
Project Length	14 days
Implementation Partner	Attkey
Number of Employees	50

