



# FCS



**CUSTOMER:**  
Surf Hardware



**INDUSTRY:**  
Wholesale / Manufacturing



**LOCATION:**  
Sydney



**PRODUCT:**  
Sage Accpac ERP

“We’re innovators but sensible business operators too. It was important to us to be leading but not bleeding edge. We wanted to see the solution we selected in action and visited some of Accpac’s existing ASP customers overseas. You’d be hard pressed to find another vendor with the same record of established customers of their ‘Net-based solution, and our experience was very reassuring.”

BRUCE BAKER – GLOBAL OPERATIONS MANAGER, SURF HARDWARE

### THE SCENARIO

Australian-owned Surf Hardware has become the first Australia-based company to implement the Accpac Advantage Series Enterprise Edition business management software in a hosted environment via Accpac Online.

When its customised Application Service Provider (ASP) solution is fully rolled out, any authorised Surf Hardware executive will be able to access the business system via a secure internet connection – from anywhere in the world.

Importantly, this will give Surf Hardware’s decision-makers a consolidated, up-to-the-minute view of their global operations, facilitating strategic management of the company’s rapid expansion. It will also eradicate the need for costly, site-specific accounting and technology teams. Surf Hardware estimates potential human resources savings of A\$500,000 per annum.

In addition, the ASP solution removes the need for expensive in-house web servers and private wide area networks; Surf Hardware employees need only a secure internet connection.

### THE SOLUTION

Surf Hardware’s Advantage Enterprise system is hosted by Accpac Online, Accpac’s own 24 x 7 data centre, in a tailored configuration implemented by Sydney-based Accpac premier solution provider Enabling.

### ABOUT SURF HARDWARE

Surf Hardware International is an Australian-owned marketer and distributor of surfing accessories through its five international offices.

### 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 ACCPAC

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

The offering meets the unique requirements of mid-market Australian and New Zealand businesses. Sage Accpac's solutions cover a wide range of business disciplines to enhance a client'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 client's business grows or needs change, so do the solutions.

## SOFTWARE CHOICE

- Sage Accpac ERP 500



"The hosted Accpac solution is enabling us to regain control of our accounting functions, and improve reporting capabilities and accuracy. By giving head office a window into our entire global operations the system will also significantly improve our strategic planning."

BRUCE BAKER – GLOBAL OPERATIONS MANAGER, SURF HARDWARE

## THE RESULTS

Surf Hardware experienced immediate benefits including a huge reduction in processing times, with all processing now occurring at the Accpac Online data centre rather than at the much smaller local networks in Surf Hardware's offices. By reducing administrative steps, the hosted Accpac solution is also delivering more accurate, real-time reports.

Targeting the hardcore surfing market, Surf Hardware is currently experiencing substantial growth, and has ambitious ramp-up plans over the next couple of years, particularly in emerging European markets. Its patented removable surfboard fin system, Fin Control Systems (FCS), is dominating the global market, with the majority of new surfboards now using this innovative technology.

## THE FUTURE

With such exciting developments came typical multi-office and expansion issues such as delayed and cumbersome reporting and data duplication or loss. To combat this, Surf Hardware determined it needed a single business management platform that would provide a strong and flexible infrastructure for its growth, and streamline and consolidate its operations, but not require investment in unnecessarily duplicated resources.

Bruce Baker, Global Operations Manager, Surf Hardware, said the company chose a hosted solution from Accpac after a thorough ten-month evaluation because of Accpac's track record and because of the opportunities for cost savings and improved data management by an ASP solution.

"Importantly for a small-but-growing company, Surf Hardware can now channel resources into sales and distribution rather than duplicating IT and accounting staff in each of our offices worldwide."

BRUCE BAKER – GLOBAL OPERATIONS MANAGER, SURF HARDWARE

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