



**CUSTOMER:**  
WaiveStar Group



**INDUSTRY:**  
Supply chain management



**LOCATION:**  
Melbourne



**PRODUCT:**  
Sage Accpac ERP and CRM

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AYDA HORNAK – Infrastructure and Innovation Manager, WaiveStar Group

**SCENARIO : GROWING PAINS**

Since its launch in 2000 WaiveStar’s tremendous success has been accompanied by some significant growing pains. This exponential growth of up to 90% per annum over 5 years, resulted in the company being named 2005 winner of the Victorian Government Business Growth Award, but also presented a host of new challenges to the organisation.

The original financial and administrative systems were incapable of effectively managing the increased level of business, generating significant administrative burdens, personnel issues and inaccuracies. Ayda Hornak, *WaiveStar’s Infrastructure and Innovation Manager*, mentions how they entered customer information into at least seven different databases, including excel spreadsheets, small CRM systems and disparate accounting systems.

“What the growth was leading to was a lot of time in admin”, says Hornak. It took two finance staff two days a month to process the invoices for one customer.

Multiple points of data entry across the business created mistakes in customer information and records handling. This led to dissatisfaction and lost business opportunities and pointed to the need for a robust and integrated CRM/ERP system, where all staff had access to a single application and point of entry.

As well as addressing these deficiencies and reducing administration errors, any new system needed to be customisable enough to integrate with WaiveStar’s proprietary online supply chain management system. It would also need to cope with WaiveStar’s unique and complex invoicing procedures.

**SOLUTION : A FLEXIBLE REMEDY**

WaiveStar went looking for a sophisticated solution that would meet their unique requirements, reduce the administrative burden on their finance department, improve the level of service to their customers and position them for the future.

Initially, they reviewed eight different options before drawing up a shortlist of three contenders. As well as Sage, they evaluated Sapphire One and Pronto. Pricing across all three solutions were similar, however Sage came out in front due to its flexibility and superior CRM model.

**ABOUT WAIVESTAR**

WaiveStar is an Australian organisation that delivers supply chain management solutions to small, medium and large organisations. Their clients include well known brands such as Blockbuster, Suzuki, Crazy Johns and Sony Ericsson.

Their services include fulfillment, mailing, distribution, procurement and graphic design, as well as supplying customers with marketing and promotional products such as brochures, posters and point-of-sale stands. They deliver these services via WaiveNet, a custom built online tool, which has been crucial in the success of WaiveStar’s business.

**ABOUT ENABLING**

Enabling is a professional services organisation that specialises in the design, implementation and ongoing support of industry leading business solutions. For more than a decade the Enabling team has offered client-centered solutions to organisations across a myriad of industries.

With offices in Melbourne, Sydney, Brisbane, Auckland, Wellington, Christchurch and Dunedin, we have both strength of numbers and depth in expertise to support organisations of all sizes and with a multitude of requirements.

At Enabling we believe our experience and dedication to the solutions we support, coupled with our proven track record, are the keys to our continued success.

## ABOUT SAGE ACCPAC ERP

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



AUSTRALIA

1 800 36 22 54  
1 800 enabling

NEW ZEALAND

0 800 36 22 54  
0 800 enabling

"In working with us, Enabling showed a tremendous level of integrity and exceptional customer service. The level of knowledge within the group was a massive advantage. They were extremely innovative and flexible when it came to meeting our unique requirement and the challenges that arose during the project."

AYDA HORNAK – Infrastructure and Innovation Manager, WaiveStar Group

Enabling, a leading solution provider of business management applications, implemented the first phase of the new system in a three month project.

With the Sage Accpac ERP and CRM software, Enabling was able to restructure WaiveStars backend business processes into a centralized solution. This was achieved by making use of standard functionality and features, as well as utilising the software architecture or framework to develop components to compliment the core application offering. A significant component of this design was use of inbuilt workflows within CRM, assisting WaiveStar with streamlining a wide range of day-to-day business processes and dramatically improving the accuracy of data.

The project commenced in January 2006 and was completed by April that year with critical success factors being the dedication of both project teams – enabling key milestones to be met and direct transfer of valuable knowledge to be shared.

It was this successful implementation and the confidence in the flexibility and breadth of the Sage solution that lead to team to put in a place a second phase of this project.

## THE RESULTS

What use to take days to complete is now done in a matter of hours. Ms Hornak reports that 60% efficiency gains have been achieved across the entire business, while the accuracy of data has improved dramatically through the automation and integration of key business processes.

"Productivity gains have been significant. Via the integrated solution, WaiveStar's accounts team can now access quotes and sales orders stored in the CRM system quickly and easily without the need to consult and cross reference multiple databases".

Another key benefit of the solution is the level of reporting it offers. "The senior management team within WaiveStar now has more time and more insightful information mined from their integrated CRM/ERP system on which to base business decisions – e.g. identifying opportunities in their customer's supply chains to up-sell or on-sell WaiveStar's services".

## FUTURE PLANS

WaiveStar, with Enabling's support and guidance, are commencing phase two of the project to further enhance the integration between Sage Accpac ERP and CRM with their propriety customer portal, WaiveNet. Waivenet is the backbone of the current customer ordering system and is currently limited in the flexibility it offers to customers due to lack of integration with backoffice services – such as Warehousing and Distribution.

Enabling aims to enhance the service offering WaiveStar is able to provide via this portal by building additional flexibility into the solution and integrating key processes directly with the ERP and CRM applications, thus protecting the investment in Waivenet and further strengthening the Sage enterprise solution.