

"As our business has grown and become more complex, SYSPRO's been up to everything we've thrown at it."

Allan Murray – Epicentre Trading, Managing Director

Epicentre Simplifies its Business with SYSPRO



At a Glance

KEY CHALLENGE

Implementing a market-leading eCommerce solution

KEY BENEFIT

Simplification of the business leading to measurable benefits

ORGANIZATION

Epicentre Trading

INDUSTRY

Manufacturing – Apparel and Accessories

END USER MARKET

Distributors and Resellers



Customer Profile

Founded in 1981, Epicentre Trading has its headquarters in Brisbane and is one of Australia's largest and most experienced promotional product suppliers. For more than 35 years, Epicentre has been manufacturing and supplying an extensive range of promotional and corporate gifts, from custom-designed products to stock items. Epicentre's products are found across a wide range of industries including mining, agriculture, government, retail and corporate. In addition to its Legend Life brand, Epicentre's house of brands has grown over the years to include Great Southern Clothing Company, Stormtech, Stedman Collection and Next Level Apparel.

The Mission

Following its initial implementation of a fully integrated SYSPRO solution in 2005, Epicentre identified a need for an effective eCommerce platform. As a result, the company embarked on a journey to understand how powerful SYSPRO is and exactly what the system's capabilities are.

The Solution

Today, Epicentre is a loyal, long-term SYSPRO user, currently running SYSPRO Version 7.1. Commenting on the decision to stay with SYSPRO, Managing Director Allan Murray says: "SYSPRO has never given us a reason to look elsewhere. The system has elevated our business from the outset. Initially, it was too sophisticated for our needs, but we're glad we took the leap as we've grown into SYSPRO's extensive functionality and capabilities."

The Outcome

By optimizing the potential of SYSPRO and harnessing the power of its eCommerce platform, Epicentre has enjoyed growth beyond the market norm, significantly increasing its turnover without adding to its staff complement.

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Exploring the Power of SYSPRO

After going live on SYSPRO in 2005, Epicentre quickly realized benefits such as reduced time to quote, do order entries and produce month-end financial reports. The company was also able to absorb significant business growth with no additional staff requirements.

Over time, Epicentre started looking deeper into SYSPRO to meet its need to rapidly evolve and keep up with a quickly changing market. One of the company's major goals was to implement an effective eCommerce platform, and that need kick-started Epicentre's journey to understand the power of SYSPRO.

Describing SYSPRO as 'a treasure trove of fantastic modules and processes', Murray says the key was discovering how to unlock that potential. "There's tremendous value in the program and for a long time we only scratched the surface. We were using it as a transactional system," he says.

Success through Partnership

Throughout its SYSPRO journey, Epicentre has worked closely with Anne Mulder from MNM Solutions, a SYSPRO partner. "Anne has been part of our business since 2005," Murray says. "It's important to have someone who can make the connection between what's possible in the system and your business challenges."

In its quest to have the best eCommerce solution in the industry, Epicentre endured a couple of false starts with web developers who didn't fully comprehend the business or how SYSPRO was used.

"ERP is the core of our business. The majority of our systems are run within SYSPRO, and finding technical people who can link what you need into your ERP is a huge challenge. Anne introduced us to Elrond at Room 40 Coding, and the result is an eCommerce system that was developed from scratch in 2012, and which we're still using today," Murray says.

Measurable Business Benefits

SYSPRO's Landed Cost Tracking module provides insight into the business from a financial perspective, which is critical as Epicentre has high volumes of stock movement in and out of different countries. SYSPRO's reliable, trustworthy financial reporting allowed Murray and his team to manage the business.

"The eCommerce system was so successful that it put us on a path that we are still enjoying today. We're growing at 15% a year, and we're able to grow our turnover without increasing the size of our team. It's because the eCommerce journey evolved into looking at how we can work closer with our suppliers and so we brought in brands that we partner with around the world," Murray says.

Epicentre opened up the new product ranges to its entire market. "We are pulling through stockholdings out of bonded warehouses in real time around the world, so our customers can see exactly what is available and place orders. Then, through some clever integration in our website, we turn the web order into a sales order in SYSPRO, which flips it automatically into a purchase order," Murray says.

"Our touchpoints are minimized, our customers place their orders online, and it goes all the way through to our suppliers. We build freight networks in the backend and that's all integrated back into SYSPRO."

Future Direction

Epicentre is getting started with Power BI, and the management team is excited about its new-found ability to drill into the business. "SYSPRO has always been a fantastic source of data, and Data Analytics and Power BI serve all the data up in such a way that the entire team can slice and dice to gain a deeper understanding of what's happening in the business," Murray says.

As it moves towards a more mobile workforce, Epicentre is looking at SYSPRO Espresso, and the next significant step will be integrating the Warehouse Management system with SYSPRO.

"Change in our business is driven by a need for simplification. We want to be easy for our distributors to work with. We are simplifying our system because we have a better understanding of what SYSPRO can do and everything is integrated," Murray says.

"I have a lot of confidence around the IT side of our business – I don't think there's anything we can't tackle at the moment. Now that we have a good, stable platform, I don't have to deal with IT, I can get on with running the business. We are now in such a strong position that we can go and do what we do best."



About SYSPRO

Established in 1978, SYSPRO is an industry-built Enterprise Resource Planning (ERP) solution designed to simplify business complexity for manufacturers and distributors worldwide. SYSPRO provides an end-to-end business solution for optimized cost control, streamlined business processes, improved productivity, and real-time data analysis for comprehensive reporting and decision-making. SYSPRO is highly scalable and can be deployed either in the cloud, on-premise, or accessed via any mobile device.

Combined with a practical approach to technology and a passionate commitment to simplifying business processes, SYSPRO dedicates itself to the success of its partners and customers alike.

SYSPRO's intuitive product features, business intelligence capabilities, and easy deployment methodology are unmatched in the marketplace. The depth of software functionality and targeted industry knowledge makes SYSPRO an excellent fit for a number of select manufacturing and distribution industries, including food and beverage, machinery and equipment, electronics, fabricated metals, automotive, and many more.

Learn more about SYSPRO's solutions for the Manufacturing industry. [Click here](#) or contact us on info@au.syspro.com