

## Jim2 Case Study

## Central Communications



**“The training was outstanding and everyone was on board and using Jim2 Business Engine within three days”**

Marc Woods  
Director  
Central Communications

**COMPANY:** CENTRAL COMMUNICATIONS

**BUSINESS CLIMATE:** AGGRESSIVE GROWTH

**CHANGE CATALYST:** BUSINESS ACQUISITION REQUIRED BETTER SYSTEM

**SOLUTION:** Jim2<sup>®</sup> BUSINESS ENGINE

### It's ALL about Service

Since 2001, Central Communications has found its ground in the Australian market and is bounding from strength to strength in the communications arena.

Headquartered in Alice Springs, Central Communications offers complete turnkey solutions and services for communications needs across Australia.

The company is committed to providing state of the art communications to local and remote areas of Australia, concentrating on the installation, operation and maintenance of satellite television and radio rebroadcast systems, radio communications products, and towers and rigging.

### WHY CHANGE?

Central Communications was born after a merger between an electronics radio communications business and a commercial satellite and broadcast business, forming Central Communications, an entirely new business. After the merger, Central Communications continued to process invoices with the Pronto accounting system, which was the program used at one of the originating companies.



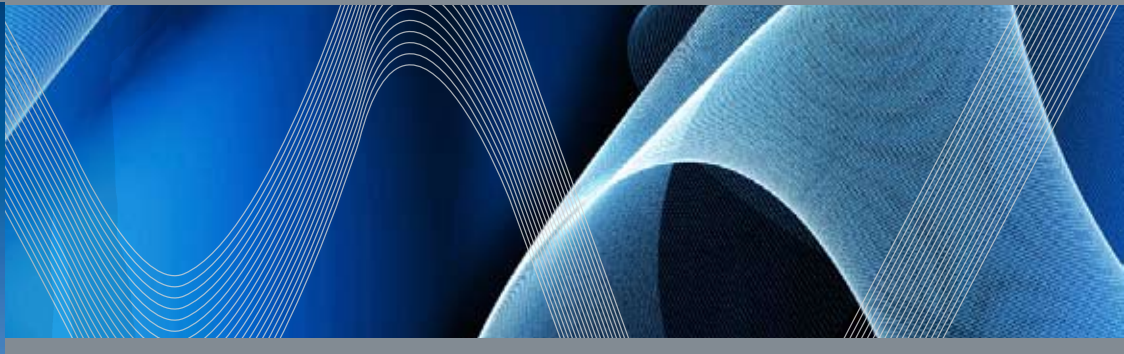
**“Jim2 is a total business management solution. It gave us the ability to review live profits and losses, and to drill down to any level of any job to see if it went well or poorly. It gives you great visibility into your business”**

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All other job management and tracking tasks were done manually. It didn't take long for Marc Woods, Director at Central Communications, to realise that as a growing company, Central Communications could not rely on this software indefinitely.

It was through word of mouth that Central Communications heard rave reviews of Jim2 – a complete software solution.

## WHAT IMPRESSED YOU WITH JIM2?

"Jim2 is a **total business management solution**. It gave us the ability to review live profits and losses, and to drill down to any level of any job to see if it went well or poorly. Jim2 can also manage point of sale and stock inventory management, providing full control for all of our projects – basically Jim2 helps us manage everything that Central Communications does on a daily basis." - Marc Woods.

With its easy to implement framework, Jim2 was up and running at Central Communications quickly, and with minimal impact on the business during the process.

## DATA MIGRATION & WORKFLOW

"Our data migration on our 1,300 managed stock lines took no time at all. We found Jim2's unique workflow system, which allows us to quote, migrate the quote into a job, and then turn the job into an invoice upon completion of a project, truly efficient. "

"Now we only need to do things once – all the other steps are completed automatically with a click of a button. Excellent," Woods added.

## RETURN ON INVESTMENT

Jim2 freed Central Comms staff from the burden of tedious administration work, lowered their overhead costs, and offered a fully controlled and monitored system for management reports, while being user-friendly and accurate, all at the same time.

## KEY BENEFITS

- **Ease of tracking jobs**
- **Improved stock control**
- **One automatic system to handle all facets of the business**
- **Significantly reduced the manpower time to handle job tracking and management**
- **Quick and easy implementation**

## FINAL WORD...

"The level of detail and customer focus put into this project was excellent."

"We found the after sales support outstanding – our calls were **always** answered"

Marc Woods  
Director  
**Central Communications**



connecting people and business

Jim2® by Happen Business Pty Limited

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