



# Happen Business Case Study Brandworx

**BUSINESS CLIMATE:** FAST GROWING BUSINESS  
**CHANGE CATALYST:** NEEDED TO REPLACE OUTDATED SYSTEM  
**SOLUTION:** JIM2.CLOUD + JIM2 MOBILE  
**JIM2® EDITION:** PREMIUM EDITION + TAILORED OPTIONS



**Brandworx is a family owned business with over 25 years experience in supplying both large and small corporate bodies from a wide range of industries throughout Australia.**

Brandworx are the leading specialist provider of corporate and work wear, safety products (PPE), footwear, leisure and sports wear, promotional products, corporate gifts, and in-house embroidery and printing.

The Brandworx client base includes coal mines, metal fabrication, contractors for Bluescope, BHP, builders, employment services, general tradesmen, clubs, office workers, councils, and the general public.

They have developed a reputation for offering a superior level of customer service, delivering product on time and on budget, to the specifications of their clients.

## Time to Do Away With the Headaches!

Brandworx outgrew the program they were currently using, and no longer had a computer programmer that could keep up with changes that needed to be made.

The program they were using didn't have a Bank Reconciliation system, so payments could easily be missed. All business analysis was done manually after the end of each month.

The stock didn't show that it was committed, and the only way they knew what they actually had on hand was after the invoicing stage.

Because of the amount of extra work done to garments, stock was often committed to jobs for long periods of time. This meant all ordering needed to be done manually to take into consideration what was needed for each job.

Brandworx specifically required a much better accounting and business analysis package, and comprehensive stock control.

Brandworx spoke to someone within their industry who already uses Jim2 Business Engine, and they advised that they were extremely happy with the program.

"We have been extremely pleased with Jim2. The implementation and training was of a very high standard which made the process of changing over to a new system a very smooth transition."

**KERRIE RICHARDSON**  
BRANDWORX



Designed, Developed & Supported in Australia, Jim2® Business Engine is a complete business solution to manage every aspect of your workflow cycle and solves the growing pains of small to midsize enterprises.

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**KERRIE RICHARDSON**  
BRANDWORX

Once Brandworx started looking at Jim2 they found it had everything they needed.

"The program looked impressive and we were excited at the prospect of the immediate and up to date information that Jim2 produced for our business," said Kerrie Richardson.

"I particularly liked the idea of being able to run Job lists to be able to see the exact progress of the jobs and when they are due. I also liked the profit report that could be run for each job," Kerrie said.

### Smooth Implementation and Training

"I had a lot of work to do before implementation, but it all went smoothly in the end. Training was excellent, and the after sales support was very good. The free lifetime email support is a boon. I've had occasion to use it a few times and the response is excellent," said Kerrie.

"After using Jim2 Business Engine for a while we discovered all the different ways to run reports. We have just started using the Dashboard, and are starting to experiment with labour on each job," Kerrie said.

The whole concept of Workflow within Jim2 makes everything much simpler to deal with and the full email integration means all correspondence is captured against the appropriate item, making it much easier to track what is happening.

For Brandworx, the most outstanding feature in Jim2 Business Engine is the ability to comprehensively analyse profits.

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### Key Benefits

- The job-costing, accounting and business analysis makes tracking, management and costing of every job as comprehensive and effortless as possible
- Great stock control
- Bank reconciliations produced in an instant
- Comprehensive analysis of profits

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