Murray Computer and Office Shop

BUSINESS CLIMATE:	BUILDING BUSINESS, DIVERSIFYING
CHANGE CATALYST:	ACCOUNTING SOFTWARE INADEQUATE
SOLUTION:	JIM2 BUSINESS ENGINE
JIM2® EDITION:	MANAGED PRINT SERVICES

Based in Murray Bridge, South Australia, Murray Computer & Office Shop supplies, installs and maintains information technology and business equipment products including Canon copiers. It provides professional advice as well as after-sales service.

Founded in 1992 as Murray Computer Centre, by Darryl Gravestocks, they became Murray Computer & Office Shop (MCOS) in 1996, and more recently went through a re-branding exercise to now trade as Murray Computers. Jim2 Managed Print Services edition was also very beneficial as the transition to new owners occurred, when a management buyout took place, allowing everything to keep running smoothly.

As part of the Leading Edge Group, Australia's largest independent IT retail group, Murray Computers features specialist technical staff who undertake business outcalls to customers for repairs and installation. They work across the Eastern region of South Australia. Murray's services also include photocopiers, warranty services, gaming machine service, network and IT infrastructure design and implementation. There are currently 13 full time employees in the business and Murray Computers is always looking to investigate new products and business opportunities within and outside of their region.

Difficulty Keeping Track

Although Murray Computers has a strong and varied customer base, they were finding it difficult to keep track of the logistics of technician uptime and stock control. As a small emerging business, the company needed accurate and timely information to grow and improve profits.

At a critical time in their development, Murray Computers needed a centralised system which highlighted missing or incorrect information. The system they were using was not suitable for the service side of the business. As a result, Murray Computers was not reaching their full potential in profitability.

Murray Computers assessed a range of packages. They selected Jim2 Managed Print Services edition, developed by Happen Business. It was the only offering that was fully integrated as an accounting package and covered the functionality required for a copier business.

> "We were operating with 17 staff when we implemented Jim2. Now we're operating with 13 staff with a higher turnover and profit. Jim2 paid for itself in the first twelve months."

MATT GRAVESTOCKS
COMPANY DIRECTOR
MURRAY COMPUTER
AND OFFICE SHOP

Jim2
BUSINESS ENGINE

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.

Since using Jim2, Murray Computers have greatly improved business efficiency: Jim2 provides visibility into all technicians' uptime and travel. They are now able to use accurate information for their expansion plans.

Realised the Potential of the Business

"It's been incredible in terms of efficiency. We always knew that potential for the business was there, but it was terribly hard to pin it down to where the water was leaking. There were a lot of holes in the bucket but we couldn't actually identify them all that easily, whereas with Jim2 we were able to identify where the problem areas were," explains Matt Gravestocks, Company Director, Murray Computers.

Gravestocks believes plans for expansion "wouldn't be viable" without Happen Business. Jim2 will continue to play a key role in Murray Computers throughout these developments.

"Now that Jim2 has a built in scheduler, when a new service job is booked I can see at a glance who is available and allocate the job to the correct technician. As well, I can see when he is due to finish and be available for the next job. We are now guaranteed to under promise and over deliver with our services. Customer service is a major focus for this business," Matt said.

"We are a long time Jim2 user and Jim2 Business Engine, with the new built in scheduler, has enabled us to improve our customer service even further."
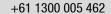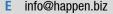
MATT GRAVESTOCKS
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"Jim2 enabled us to get to where we want to be. We have increased our turnover with a 20% reduction in staff. It has definitely increased our efficiency."

MATT GRAVESTOCKS
COMPANY DIRECTOR
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Key Benefits

- Increased levels of efficiency and integrated data so all staff time can be monitored, and stock control is now highly accurate
- Centralised critical information so it is accessible to all staff
- Enabled an awareness of the productivity of each technician

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Jim2® BUSINESS ENGINE

AUSTRALIAN MADE

Happen BUSINESS