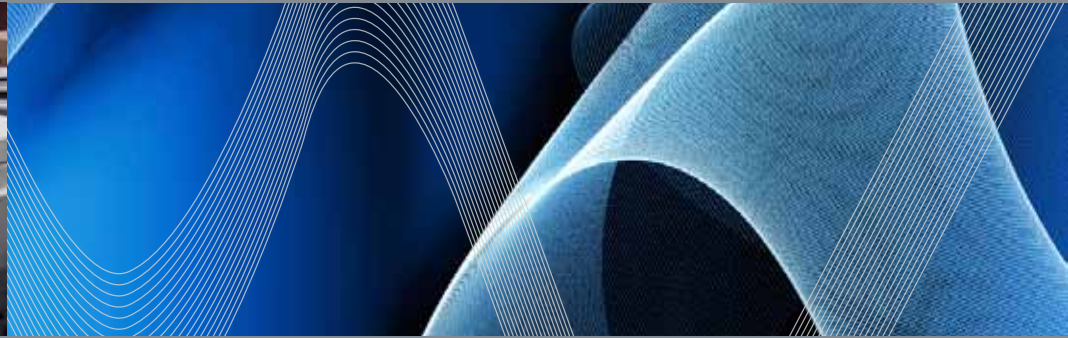


Case Study: MURRAY COMPUTERS



COMPANY: MURRAY COMPUTERS
BUSINESS CLIMATE: BUILDING BUSINESS, DIVERSIFYING
CHANGE CATALYST: ACCOUNTING SOFTWARE INADEQUATE
SOLUTION: Jim2[®] MANAGED PRINT SERVICES EDITION

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
 Murray Computers

Managing Office Equipment Growth

Based in Murray Bridge, South Australia, Murray Computer & Office Shop Pty Ltd 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. Its 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.



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 Computers



Case Study: MURRAY COMPUTERS

It was the fully integrated service and accounting that was the one thing the other solutions couldn't do.

Matt Gravestocks
Company Director
Murray Computers

BUSINESS CHALLENGE

Although Murray Computers has a strong and varied customer base, it was 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 its development, Murray Computers needed a centralized system which highlighted missing or incorrect information. The system it was using, Sybiz, was not suitable for the service side of the business. As a result, Murray Computers was not reaching its full potential in profitability.

Murray Computers assessed a range of packages. It 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. Since using Jim2[®], Murray Computers has greatly improved business efficiency: it provides visibility into all technicians' uptime and travel. It is now able to use accurate information for its expansion plans.

SUMMARY

"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.

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

FINAL WORD...

"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. 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
Company Director
Murray Computers

**Jim2**[®]
BUSINESS ENGINE

connecting people and business

Jim2[®] by Happen Business
Pty Limited

P +61 2 9570 4696

F +61 2 8569 1858

E info@happen.biz

W www.happen.biz

**Happen**
BUSINESS

AUSTRALIAN MADE

Happen Business is a 100% Australian owned and operated company. Happen Business offers Australian designed, developed and supported products, delivery world class software solutions right here at home.

Jim2[®] Business Engine Designed and developed by Happen Business. Contact Happen Business today on 02 9570 4696 to find out more about Jim2[®] Business Engine.

©1999-2011 Happen Business Pty Limited Jim2[®] is a registered Trademark of Happen Business.

**Jim2**[®]
BUSINESS ENGINE

connecting people and business