

## CASE STUDY SHIPPING ELECTRICAL SERVICES



**COMPANY:** PASMA ELECTRICAL (SHIPPING ELECTRICAL SERVICES)  
**BUSINESS CLIMATE:** GROWING LOCALLY AND INTERNATIONALLY  
**CHANGE CATALYST:** NEEDED ONE INTEGRATED SYSTEM  
**SOLUTION:** Jim2<sup>®</sup> BUSINESS ENGINE

**“We were using Pastel accounting for a long time and hated it!**

**We then tried Sybiz for a couple of months but it didn't do what we needed and it was too difficult to use.”**

Carmel Pasma  
Operations Manager  
**PASMA**

### Set the course for smooth future sailing

Located in Cairns, Queensland, **Pasma Electrical** has been in operation for over 30 years.

Pasma's main area of operation is in the repair and maintenance of sea-going vessels of all shapes and sizes. With all that experience and know-how, Pasma are the 'go-to' marine electricians in the Far North of Queensland.

Pasma's reputation is not just limited to Australian shores however. On a stormy day you might find representatives of Pasma working in places such as Papua New Guinea, Guam and New Zealand.

Pasma also provides an extensive spare parts supply business to the Greater Pacific area. Clients of note include Rio Tinto and the New Zealand Defence Force.

With all this activity happening in Pasma's world, their original business system was simply not coping with the demands placed on it. They needed more...



**“Jim2's accounts and job management integration immediately caught my attention. It is very important for our business to be able to quote, purchase stock, invoice and have all this seamlessly linked to jobs.”**

Henk Pasma  
Owner  
**PASMA ELECTRICAL**



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**"The training was great, I would highly recommend it. It was very hands on and thorough. We were able to use Jim2 confidently straight away."**

Carmel Pasma  
Operations Manager  
PASMA



connecting people and business

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### THE NEED FOR AN INTEGRATED BUSINESS SYSTEM

"We were using Pastel for a long time and hated it! It was difficult, time-consuming and cumbersome to use. We then tried Sybiz for a couple of months but it didn't do what we needed and it was too difficult to use." says Carmel Pasma, Operations Manager at PASMA.

PASMA did their homework and researched a number of different business accounting systems. Owner of Pasma Electrical, Henk Pasma was immediately impressed with Jim2 Business Engine.

"We decided on Jim2 Business Engine because of its ability to keep track of the business with **one integrated system**. Important information would now not be missed or overlooked. In the past we relied on memory and the transfer of data between different software systems, there was a greater scope for error."

### RAPID DEPLOYMENT

The implementation of Jim2 and training at Pasma Electrical took 3 days. After that, Pasma turned off their old accounting system and never looked back. "The training was great, I would highly recommend it. It was very hands on and thorough. We were able to use Jim2 confidently straight away." - Carmel Pasma.

### IMMEDIATE BENEFITS

"The ability to track stock has made a huge difference to our business. We can put every component into Jim2 and it is very easy to access. We can now track everything and not have missed items. It is so simple to use. Also e.g., if someone has ordered a part, another staff member can track this." says Carmel Pasma.

"The greatest benefit we found is the time saved when accessing data. The card file has all information at our fingertips. Profit and loss is all there. Job to quotes to purchases is all there, quickly and easily accessed. **I am very happy with Jim2 and would highly recommend it to other businesses.**"

### KEY BENEFITS

- Job Management
- Total Integration
- Links Quote, Stock, Job and Invoice
- No double-keying
- Rapid Implementation
- Fully trained onsite

