



It is making us more efficient and giving us a greater understanding of our customers. For these reasons alone – the Phocas solution is invaluable.



Peter Smith
General Manager –
Sales/Administration
ASKO Appliances

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Phocas has revolutionised sales reporting at ASKO

The Challenge

Prior to implementing Phocas as their corporate performance management (CPM) sales tool, ASKO used a solution called Info Desktop. *“The Info Desktop solution was very static, slow and limited in what information it could provide us. Every time we needed to get information from the system or wanted to change any formal report, we had to go back and get developers to do a re-write. This took up a lot of time, incurred additional expenses and tied up productivity for the organisation.”*

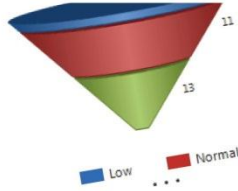
“A new system was imperative for ASKO as the business had adopted an agency system, whereby we facilitate sales through ASKO approved agents to end consumers. This means our agents also need to have an understanding of what they are selling, by SKU (Stock Keeping Unit) and volume - on an ongoing basis. Our existing solution could not provide the required data fast enough.”

“We realised we needed a new reporting system that would help us streamline our business processes and communicate more effectively within our own internal organisation as well as to our end-consumers, being our retail network (our agents). What we were requiring was an efficient and effective sales reporting system for the group.”

Our Solution

As an existing client, ASKO approached Eclipse to recommend a suitable CPM solution for their business. Built on Microsoft Technology, Phocas is designed for sales driven organisations to efficiently use their existing enterprise resource planning (ERP) solution to sell more products and achieve better margins.

“We looked at a number of solutions over time and Phocas really stood out due to the simplicity and flexibility of the solution. Phocas will be able to develop and grow with our organisation.”



We always start our sales meetings now with Phocas. From a management perspective, the solution has changed the way that we operate.



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“Everyone has different needs and Phocas allows you to manipulate the report to fulfil the needs of your customer. Phocas allows you to analyse data from the point of view that suits your requirements: by product, group, margin or territory. So we know where products aren’t being sold at any time.”

A robust reporting solution, Phocas integrates with ASKO’s existing ERP solution, Microsoft Dynamics, every night ensuring all sales figures and reports are accurate and up-to-date each morning. Data can also be presented in graph format or be exported into word and excel, for easy transfer into sales presentations. The simplicity, reporting options and ease of use enhances the user experience and adoption.

“The integration with our existing Microsoft Dynamics GP solution is seamless, to tell you the truth. “

“The speed that we can now get reports from our system is far greater than what we have experienced ever. You can actually analyse a lot more information within the business through Phocas. We can now look at more than just revenue information but cost, profit and margins as well. It is information we never had in the past.”

“This tool is very sales friendly. It is not cumbersome at all like so many other tools. It is flexible and it’s an innovative reporting system. Furthermore, training is very minimal. The best way to train on this - is to just use it.”

“Phocas is also very good with security. You might not want everyone to see profits and margins within the organisation; however, you want BDMs to see revenue or units being sold. Therefore Phocas allows you to pre-define the data you want your staff to view.”

Outcome and Benefits

Since implementation, Phocas has become an invaluable reporting tool ingrained in the teams’ daily routine. With the ability to monitor their products sales by unit, stores, states and territories, ASKO can target their marketing campaigns and move stock, depending on the best revenue stream for the business.

“Every morning we look at where we are from a sales perspective. We know from the click of a button where the profits are going to be at the end of the month. It has changed how we conduct our sales meetings.”

“Phocas provides the capability to see groups that are generating greater margin for us. At the click of a button we can see what groups are selling a particular product. If we want to clear a model out of our product range, we can move that product range fairly quickly by going to the group that is moving or selling that product to the market at that point in time. From that perspective, it is invaluable. It’s been a great solution for us.”

“This tool allows us to focus on our customers, but also it has given us a competitive advantage - as I believe we can get information that is critical to making decisions to improve our business.”



Company:

ASKO Appliances

Solution:

Phocas

Industry:

Wholesale & Retail

About ASKO:

ASKO Appliances (Aust). Pty Ltd (ASKO) is an Australian wholesale and retail business that distributes household appliances manufactured throughout Sweden. Operating since 1972, ASKO prides itself on selling high performance washers, dryers and dishwashers across Australia as well as globally.

A leading retail distributor, ASKO sells direct to the public as well as through key account customers (known as agents) including Harvey Norman, David Jones, RetraVision and The Good Guys stores, to name a few.

With the head office based in Melbourne, ASKO employs around 80 staff across five national offices.

"Phocas is going to provide us with the capability to increase our revenue and our unit sales, as well as reduce our costs. Every time we wanted to change a report in our old system, it was more expensive to the business, but once Phocas is set up the management of it is very simple. I think the return on investment is great."

ROI

"Phocas has a two pronged attack; an internal benefit and an external benefit. Internally we can analyse our internal sales – where we are going to push promotions. Externally we can analyse our customers (our agents) and see who is promoting our product - providing us the tools to push sales through certain groups, states or territories. The Phocas solution revolutionised our sales reporting at ASKO. It's allowed us greater analysis into the business."

Going forward

Extremely satisfied with how Phocas has streamlined their sales and reporting capabilities, ASKO is now considering expanding the solution for their external agents. Phocas Xpress distributes large amounts of controlled, up-to-date data to external users through a secure web-portal.

"We are thinking of extending the solution and implementing Phocas Xpress, whereby agents can login themselves at any point in time and view data on their sales figures."

Eclipse as a Partner

"Throughout the whole sales and implementation process, the Eclipse and Phocas team have provided us with complete transparency. They answered all the questions that we had – resulting in a relatively seamless implementation."

"The integration tools into Microsoft Dynamics GP and the team from Eclipse developed a great integration process. And now it has provided us with the best possible tool to do our job."

Straight Talk

"We always start our sales meetings now with Phocas. From a management perspective, the solution has changed the way that we operate. It is making us more efficient and giving us a greater understanding of our customers. For these reasons alone – the Phocas solution is invaluable."

Contact Us Today!

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