



Happen Business Case Study

SA Beauty Supplies



BUSINESS CLIMATE:	MATURING AND INNOVATING
CHANGE CATALYST:	SLOW TRANSACTIONS/POOR STOCK CONTROL
SOLUTION:	JIM2® BUSINESS ENGINE
JIM2® EDITION:	PREMIUM EDITION + TAILORED OPTIONS

SA Beauty Supplies is a leading independent, family-owned South Australian beauty supplier who offers an extensive range of beauty products at an affordable price, whilst also supporting local Australian suppliers.

In addition to their extensive range of hair and beauty products, they also offer test and tag services and facilitate upskilling opportunities for those in the industry by running regular certificate workshops to update knowledge, and enable customers to grow their service menu. Recently, in testament to their on-point products and services, SA Beauty Supplies was recognised as the South Australian Wholesaler of the Year at the 2016 Australian Beauty Industry Awards.

After assessing their existing software, SA Beauty Supplies found they couldn't keep pace with their day-to-day operations. Being a predominantly sales business, it became a significant hurdle to productivity when staff could not quickly look up stock without memorising the entire stock code list.

Everyday transactions were slow and lagging, which impacted on their ability to provide timely solutions. The management team could not efficiently produce reporting to analyse their performance, and the software was difficult to administer across their IT network.

In looking at the latest features in business software, they discovered Jim2 while researching online. At first look of Jim2 in a web demonstration, a number of advantages stood out. Running off an SQL back end translated to fast and reliable transactions, email integration kept transactions and communications in the one system, integrated procurement and stock control functionality (including category and grouping tags) would tame their inventory mess, workflow, easy financial reporting, and user customisable reporting highlighted their list when taking a closer look at Jim2.

Faultless Transition

After a thorough analysis of their shortlisted solutions, SA Beauty Supplies switched to Jim2 in 2012.

Vince recounts: "The transition from one software to another is always of concern to operations. We found it to be faultless, which is very rare when transitioning to a new ERP system.

"Training was excellent, with the Happen representative having strong business knowledge, which helped us to integrate our processes into

"When looking at all the benefits, I strongly believe the functionality of Jim2 has freed up a large proportion of the director's time to focus on the business strategically, as opposed to getting bogged down in the day-to-day processes."

VINCE MAZZEO
OPERATIONS MANAGER
SA BEAUTY SUPPLIES



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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"Without a doubt, the biggest difference to our business since using Jim2 Business Engine has been the flexibility and scalability of the system to move and grow with our business as it evolves."

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SA BEAUTY SUPPLIES



Key Benefits

- Faster, flexible stock search
- Integrated tills and accounting
- Faster business reporting
- Greatly enhanced visibility
- Easier to train new staff
- Multicurrency support

Jim2's workflow abilities; and the software support has always been excellent, with quick responses," says Vince.

The difference of using a state of the art system like Jim2 was noticeable from the get-go. Adding barcodes to stock immediately sped up the sales experience for their customers at the till. Flexible stock search functionality assisted staff to quickly search by name, keyword, serial number, etc. to quickly find unfamiliar products as well.

And the user-friendly nature of Jim2 saw that less time was required to train new staff to confidently use the system.

SA Beauty are more than satisfied with a higher degree of accuracy in calculating their cost of goods sold. They find it easier to analyse profit per sale, which in turn helps the management to quickly identify discrepancies and apply corrections.

Unmatched Visibility

Now Vince and Sharon have much more experience under their belt using Jim2, they find multiple aspects of Jim2 Business Engine suit their operations. Customised reporting allowed them to create different invoices to suit different customer groups to SA Beauty Supplies.

They create customised barcodes and labels to better identify stock, and forecast their required stock using stock procurement.

Integrated emails within Jim2 make finding related communication and order notes faster, enabling the team to link related emails to customer jobs, purchase orders and enquiries, while inbuilt document handling functionality makes it even easier to link documents and sales brochures to stock codes, orders and customer details, etc. to send to customers with minimal effort.

Retail functionality enables the team to operate tills in the showroom and the warehouse where internet and phone orders are processed, linked to the general ledger in Jim2. Multicurrency functionality helps them account for transactions in foreign currencies, such as Euro, US Dollar and British Pound. And the team finds it easy to use Australian GST/BAS reporting.

Flexible and Scalable Solution

"Without a doubt, the biggest difference to our business since using Jim2 Business Engine has been the flexibility and scalability of the system to move and grow with our business as it evolves," says Vince.

They find customised reporting, fast stock search capability to provide fast customer service, and ease of accounts processing to be outstanding points of difference compared to other software they've used in the past.

"When looking at all the benefits, I strongly believe the functionality of Jim2 has freed up a large proportion of the director's time to focus on the business strategically, as opposed to getting bogged down in the day-to-day processes," says Vince.

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