



“My moment?”

When I saw how quickly
our staff adopted
the new technology.”

RSEA

Achieving safety in numbers

RSEA had rapidly outgrown its software systems but any alternative needed to be up and running quickly, easy to use and able to be managed by its one-person IT department.

Shining a light on the issues

Up until the launch of RSEA, the safety industry in Australia and New Zealand had been virtually non-existent. Even though many businesses and workers were aware of Occupational Health and Safety (OH&S) standards, they had no single source of safety equipment.

Now, RSEA has made the industry as visible as the fluorescent work-wear it stocks.

Within a few years, RSEA had grown to encompass 18 stores with 220 staff and more than 40,000 product lines. While this rapid growth was gratifying, it also led to a number of issues.

RSEA Operations Director, Sally Lewis, explained that the first few stores were using an off-the-shelf accounting package, with no integration or connection between them. There was no stock management system and many functions were replicated in each store when they could have been managed centrally.

Of course, as the number of stores grew, these issues were compounded. The result was a business that was virtually running blind, with no product consistency and plenty of inefficiencies.

Planning on a healthy future

While an Enterprise Resource Planning system was a fundamental requirement, RSEA was also looking for integrated financial, point-of-sale, payroll, customer relationship management, online retailing, distribution and warehousing applications.

After listening carefully to their needs, five key criteria were agreed for the project:

1. Fully integrated with no third-party interfaces
2. Flexible reporting functionality to analyse stock information in real time
3. Easily scaled-up to accommodate business growth
4. Simple to implement and train staff to use
5. Cost effective, robust and easy to maintain

Spot the difference

Operations Director, Sally Lewis, was pleasantly surprised by how quickly and easily the Enterprise Resource Planning system was integrated and brought online.

"Pronto was great during the pre-work phase and really guided us through the process," said Ms Lewis. "There was regularly a consultant on site to ensure a smooth transition, and they followed-up on the training aspect after we went live so we were able to reap the benefits of the system straight away."

"We can now monitor and analyse in real time what's happening at each store in terms of sales and margins," added Ms Lewis. "It's this transparency that allows us to make much more informed business decisions."

"We're also putting in a pick-and-pack warehouse and with the Pronto Xi Advanced Warehouse capability we can proactively manage bulk stock."

RSEA has also been able to add a secure online shopping function to its website, which has already become a significant part of the business. "Once an order is placed online, it feeds directly into Pronto Xi so we can simply determine which store is best placed to service the sale," said Ms Lewis.

RSEA

- The first major retailer of safety apparel and equipment in Australia and NZ
- Also hires out safety equipment from its stores
- Part of the Spotlight Group of companies
- Has grown significantly in a short space of time:
 - Currently 18 stores
 - Around 220 staff
 - More than 40,000 product lines



“Using Pronto Xi has enabled us to re-design our web presence and add an efficient online retail component.”

Sally Lewis, Operations Director, RSEA



Pronto: A pair of safe hands.

To help keep track of its diverse stock in a rapidly expanding retail network, RSEA needed a fully integrated Enterprise Resource Planning system.

We Listened

closely to RSEA's management to identify the need for a system that could facilitate centralised management and allow for planned growth.

We Adapted

a suite of integrated applications specifically to address these needs.

We Revealed

improved business decisions based on a new system that delivered greater transparency of store performance throughout the entire network and greater stock visibility.

PRONTO

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Tailor-made business software solutions.

Pronto Software has been developing award-winning business management software for over 30 years. With in-built intelligence, flexibility and an easy-to-use interface, its flagship product, Pronto Xi, enables users to discover rich business insights.

Pronto believes in the power of actively listening to clients, adapting our product to meet their needs and finally revealing the best solution. It's how we continually surpass client expectations, delivering moments of utter surprise and delight.