



# MYOB EXO from the people who invented it

**MYOB EXO is now the leading, and fastest growing, business software solution for mid-sized companies and organisations across Australia and New Zealand. And when it comes to implementation and service, Enprise has built a strong reputation as a regional market leader, with more than 700 customers and a decade of experience.**

These customers range in size from smaller, two or three person businesses right up to large nationwide companies such as Vodafone Retail, EFTPOS NZ and Ullrich Aluminium – each of which has in excess of 100 users.

**“BECAUSE WE DESIGNED THE SOFTWARE WE HAVE UNIQUE EXPERIENCE AND EXPERTISE IN CUSTOMISING THE SOFTWARE TO FIT INDIVIDUAL CUSTOMERS’ BUSINESS NEEDS – AT A REASONABLE PRICE.”**

The growing dominance of MYOB EXO against fierce competition from other vendors is a source of both satisfaction and pride for the team at Enprise – after all, Enprise Director and Co-founder Mark Loveys was the original developer, product designer and founder of Exonet (now known as MYOB EXO).

He and his team sold Exonet to Solution 6 in July 2000 for A\$30m, but subsequently bought back the Enprise part of the business in 2002.

Today many of the current Enprise team are drawn from the original Exonet team who played a large part in developing and implementing the product since the time of its creation in 1998.

Originally the “Direct Sales” division of Exonet, Enprise has been responsible for selling and implementing the largest and most demanding Exonet sites. These include the first major pilot site for Exonet, an ambitious implementation at Glengarry Wines & Spirits where the prototype version of Exonet was selected to replace a troubled implementation by then mainstream ERP vendor JD Edwards.

Enprise CFO (and co-founder) Elliot Cooper was formerly Exonet’s product manager and, along with Mark Loveys, designed much of the product’s functionality. Today Elliot’s extensive financial and systems-design expertise underpins Enprise’s capabilities in offering world class financial system solutions to Australasian small and medium-sized businesses.

## **Five factors drive Enprise leadership in the Australasian market for MYOB EXO sales, implementation and service:**

Enprise invented Exonet for the Australasian market. We know the product. We have the most experienced consultants and have a strong track record in getting it right first time and implementing and servicing solutions over the long haul for a fraction of the price of competing solutions.

Because we designed the software we have unique experience and expertise in customising the software to fit individual customers’ business needs – at a reasonable price.

We have one of the largest MYOB EXO after sales support teams in Australasia, with highly sophisticated onsite, online and phone support – all fully transparent to the customer.

We have separate teams for sales, implementation and support. This means support resources are dedicated and not distracted by ongoing new implementations.

We have a rigorous and proven scoping and implementation methodology. This means we get new implementations right first time, minimising cost and maximising business value.

# The Enprise sweet spot...

## Smaller companies moving up and larger companies 'rightsizing' their first generation legacy ERP systems



### A major rescue for Glengarry Hancocks

**A multi-million dollar ERP development was mission critical for Glengarry Hancocks. But the implementation ran into problems.**

Enprise and MYOB EXO saved the day. In only six weeks a fully integrated business solution was up and running – at a fraction of the cost of the troubled development.

“We were sailing without a compass,” says Jak Jakicevich, Executive Chairman of Glengarry Hancocks.

“The decision to run with Enprise and Exonet was made after an extensive review of available systems. The pure simplicity of the product and the user-friendly capabilities combined with the commitment and understanding from the management of Enprise to deliver everything we required in a very tight time frame. This now gives us the confidence to plan for our future and to add further enhancements to the product as we can finally catch up with the rest of the industry after being in limbo for so long.”

Enprise General Manager, Matt Sealy says Enprise is focused on the needs of two clearly defined customer groups: smaller companies outgrowing their existing low-end business software; and larger companies looking to 'rightsizing' their existing ERP system, slashing heavy maintenance costs while improving functionality and service. For these two customer groups, he says, Enprise and MYOB EXO have compelling advantages:

“Enprise invented Exonet for the Australasian market. It is not cluttered with expensive functionality that is only required in other countries. The result is a simpler, easy to learn package that is completely relevant to local conditions and local businesses and ideal for smaller companies making their first move into a modern and fully integrated business software solution.

“Because we invented the product, we are the best people for understanding and configuring it to best suit the needs of our customers. We can do this better, faster and more cost efficiently than any of our competitors.

**“MYOB EXO PROVIDED US THE FLEXIBILITY WE NEEDED TO DEVELOP A HIGHLY TAILORED AND ROBUST SOLUTION IN AN EXTREMELY TIGHT TIME FRAME.”**

**– JAK JAKICEVICH,  
EXECUTIVE CHAIRMAN,  
GLENARRIFF HANCOCKS**

“MYOB EXO software has the highest levels of functionality matched only by much more expensive, overseas developed packages – which gives our customers an unfair edge against their competitors, in driving their businesses and controlling costs.

“Our experienced consultants follow a structured project management process to ensure that systems are configured correctly from the start, to return maximum benefit to our customers' businesses for the least amount of cost.

“Our customers have direct access to experienced dedicated product support people when they need them, via phone or on-line logging system. We have one of the largest MYOB EXO specialist implementation and support teams in Australasia, delivering comprehensive and sophisticated support.”

## RECESSION-PROOFING FOR TOUGH TIMES

Matt Sealy says the recession provides a strong stimulus for larger companies with ‘first generation’ ERP systems to bite the bullet and take some tough decisions about moving ahead with their business software.

“Early adopters of the first integrated business software from vendors such as JD Edwards and Oracle have typically invested large sums and coped with major business disruption through the implementation process. On the one hand they want to stick with what they’ve worked so hard to implement, on the other hand their first generation systems are hugely expensive to maintain and equally expensive to customise as business needs change.

“MYOB EXO from Enprise is ‘next generation’ business software. It’s faster and easier to implement, has much lower maintenance and ongoing ownership costs, and – the bottom line – offers a very rapid ROI and substantial improvements in flexibility.”

**“MYOB EXO IS ‘NEXT GENERATION’ BUSINESS SOFTWARE. IT’S FASTER AND EASIER TO IMPLEMENT, HAS MUCH LOWER MAINTENANCE AND ONGOING OWNERSHIP COSTS, AND A VERY RAPID ROI.”**

## STRONG BENEFITS FOR SMALLER COMPANIES MOVING UP

He says the same arguments apply for smaller companies who have outgrown their existing business software.

These legacy systems, he says, typically are not integrated. This means that there is a lack of real-time information to match, for example, sales against stock held in

warehouses, or even the ability to monitor basic fundamentals such as sales against forecast in real time on a day-by-day basis.

“For smaller businesses with no integrated business software the savings and benefits from implementing a modern business software system such as MYOB EXO are major. A recessionary business climate is a good trigger for many of those companies to upgrade their technology. Doing so can spell the difference between continuing to grow and thrive or failing to cope with the pressures of a more demanding and competitive business environment,” Matt Sealy says.



## A giant leap forward for Ullrich Aluminium

**When Ullrich Aluminium CIO Wayne Curran went shopping for a new ERP system he had a clear idea of what needed to get done.**

“With Enprise and Exonet we set out to achieve ambitious goals,” Wayne Curran says. “We wanted to manage and run our business from a customer perspective. We wanted to maximise all key information in the context of an individual customer – encompassing their history, their current orders, their invoices, their contracts and pricing and discount structure – all in the same place, and available at our fingertips to people at all levels of the organisation.”

The results exceeded their most optimistic expectations:

“Moving from the old system to the new Enprise system has been a giant leap, but it’s been achieved without major disruption to the business. The new system is working the way we hoped it would. We didn’t really appreciate how much the old system was holding us back,” says Ullrich project coordinator Margaret Cleal.



# MYOB EXO from Enprise – the bottom line

**MYOB EXO is built in Australasia for local companies, so it is intuitively a better fit. It is not designed by people on the other side of the world who have never experienced local business conditions.**

Enprise has the most experienced consultants in the business. People who get it right first time and save money over time. The Enprise project management methodology ensures we extract the right information, understand the key process flows at the outset

and get it right first time.

Nothing is left to chance and risk is minimised.

Enprise has the largest after-sales support team. People who know the customer and know the customer's business. Backing up the people are processes including an online support system for logging calls. Customers can track and trace the status of their support logs online.

**MYOB EXO IS BUILT IN AUSTRALASIA FOR LOCAL COMPANIES, SO IT IS INTUITIVELY A BETTER FIT. IT IS NOT DESIGNED BY PEOPLE ON THE OTHER SIDE OF THE WORLD WHO HAVE NEVER EXPERIENCED LOCAL BUSINESS CONDITIONS.**

Separate Enprise teams handle Sales, Implementation, and Support – with smooth handover from each team. This ensures customer service is not starved by new implementations, or vice versa.

The bottom line is that Enprise's popularity stems from its team's ability to understand its customers' requirements, its ability to develop additional functionality for the feature-rich MYOB EXO platform and its second-to-none Customer Support department.

The Enprise philosophy is to form a partnership with customers over the long haul. The implementation is just the beginning of the journey.

**To read more about the Enprise story so far visit [www.enprise.com.au](http://www.enprise.com.au)**

**To speak with an MYOB EXO implementation specialist call 1800 4 ENPRISE (1800 436 774) or email [info@enprise.com.au](mailto:info@enprise.com.au)**



## Elite Fitness stays in shape with MYOB EXO Business

With 20 stores around the country, Elite Fitness is New Zealand's largest fitness equipment service department.

As far as Finance Manager Helen Carter is concerned, partnering with Enprise was an excellent decision. "I really like the Enprise model. The staff are proactive and are always thinking ahead for us. On top of that they're supportive of where we want to go and are quick to understand – plus they're a great bunch of people to deal with."



## A big business solution at a small business price

Although relatively small, with 26 staff, medical supplies company OBEX has sophisticated information requirements.

OBEX Financial Manager, Chris Iles, wanted sophisticated customised reports and full integration of stock, financial and general ledger information.

"Our new system has delivered everything Enprise said it would. We're very happy with the software and the quality of the support," says Chris Iles.