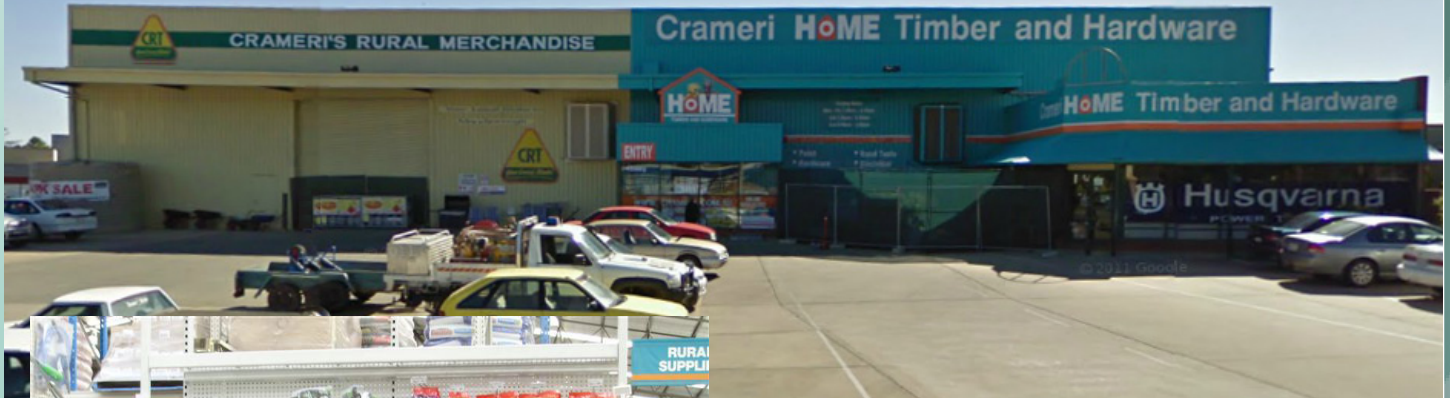




SYM-PAC Solution for:

Crameri CRT & Home Timber & Hardware



"We love SYM-PAC for many reasons, but to break it down, it's like a relationship — it's in-depth and always growing.

The whole SYM-PAC package is great, every module is equally as good as the rest. The backup service from the Help Desk is an asset.

With SYM-PAC you only have to do things once — this is very important to us! We don't want to have to do things over and over, once is my motto. As our knowledge of the system has grown, this has assisted in helping our business to grow."

*— Bernie Crameri,
Store Owner & Manager*

Why SYM-PAC is our choice

- SYM-PAC's Point of Sale and easy handling of Debtors needs, like professional Invoice and Statement printing
- Margin Magic and overall Margin Management functions
- Integrated General Ledger and back office - no more monthly journals!
- SYM-PAC's integration with PDAs and Signature Pads

Customer Profile

- With SYM-PAC since 2003
- 12 users across 2 locations
- Maryborough, Vic.
- Buying groups: CRT & Home Hardware
- In business since 1878



we listen

we innovate

we deliver

Our Customer

Maryborough is a beautiful country town located centrally in the heart of Victoria, in the middle of the Victorian Goldfields and not far from Ballarat and Bendigo. While being a tourist town, Maryborough is also known for its wine and food region — including honey production, and also an amazing wool growing history.

Bernie Cramer's family has been in the Hardware and Rural Supplies business for quite some time now, with the original family business being established in 1878.

Bernie's father Leo and brother Jim, operate the Cramer Chaff Mill factory, now located further out of town.

The current Cramer family retail operation is a Home Hardware Timber & Hardware store, and a CRT Rural Merchandise store, with the Chaff Mill factory run at a separate location.

"We're a rural and hardware store, as well as a factory," says Bernie. "SYM-PAC allows us to run the different departments and businesses together with one system, as it's all integrated."

Strong rural community & customer service focus

While the Cramer businesses have a long and proud history of rural merchandising, the rural sector now includes DIY hobby farmers coming in for their supplies, and the rest of the custom is mainly retail.

"We are still a strong rural community here in Maryborough," says Bernie, "so our focus is on providing the best customer service we can for our customers and keep them coming back."

"Providing the best customer service means that we're always looking for ways to improve how we do things," says Bernie.

"For us, this meant getting better control of our business, from Debtors to Creditors to General Ledger.

"Prior to SYM-PAC, we had challenges in all these areas — which are now all resolved thanks to using SYM-PAC."

Why SYM-PAC?

Bernie and his wife Amanda found out about SYM-PAC via a referral from another CRT business they knew.

"We have been using SYM-PAC for nearly ten years, since our original installation in January 2003," says Bernie. "Originally our main reason for changing to SYM-PAC was that we needed a system that could produce Invoice/Statements — this was very important to us at that time."

SYM-PAC was chosen to replace Attache at the store, after a close examination of SYM-PAC's functionality — not only in managing stock and inventory, or just because the system produced Invoice/Statements, but also due to SYM-PAC's integrated back office module of Creditors and General Ledger.

Scope of system

The original installation for Maryborough CRT was for 10 + screens across the CRT and Home Hardware stores, with another 2 screens located at the Chaff Mill factory.

"We're planning to expand our Garden Centre and Timber Yard," says Bernie, "We'll need a couple more screens in the Timber Yard when we've finished this!"

Improvements to store operations

Maryborough CRT relies on many aspects of the SYM-PAC system to keep operations running smoothly. The 'core' SYM-PAC system including Point of Sale, Customer Ordering, Debtors & Customer Management,

Purchase Ordering, Inventory Management — and all the Security features that are included as standard.

The store also heavily uses Integrated EFTPOS, General Ledger, Creditors, Payroll, Loyalty and Margin Magic modules — as well as SYM-PAC's integrated features with PDAs and Signature Pads.

"We rely on all of these. — they are all very important," says Bernie, "Plus one of my favourite reports is the General Ledger Report Budget vs Actuals Analysis — one of the most powerful reports available as it shows the actual performance of the business compared to the budgets set."

Know how we are running every minute of the day

"One of the ways that SYM-PAC has improved our business, compared to how we were operating before, is that now we know how we are running every minute of the day," says Bernie.

"Decisions can be made correctly by just watching the figures — SYM-PAC gives you fast access to the figures you need."

Key SYM-PAC Benefits

SYM-PAC has provided many more functions than were available to the store before on their previous system. Three of the major benefits delivered by the system have been:

1. Invoice / Statement printing
2. Integrated General Ledger — no more monthly journals!
3. Margin Management

About SYM-PAC

SYM-PAC is used by hundreds of stores across Australia, with thousands of individual users getting their jobs done with a SYM-PAC system.

Established in 1991, in 2011 we celebrated 20 years of providing innovative solutions to Australian retailers across a number of industries —

- timber & hardware
- rural merchandisers & farm supplies
- construction industry supplies
- camping, barbecue & outdoor leisure retailers
- electrical appliance & white goods retailers, furniture, automotive and many more.

We cater for a variety of retail structures —

- franchise stores & franchise head offices
- buying groups & their members
- independent retailers
- multiple stores or branches with the same owner, and many varying combinations of the above.

We love bringing practical retail innovation to Australian retailers, and we wear the Australian made logo with pride.

Our strength is in how we make you strong — our business is built on growing your business, your efficiency, your profits.

To find out how SYM-PAC can work for your business, contact us on 1800 796 722.

