



Crameri's Mitre 10 & CRT



"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.

We are enjoying using SYM-PAC to run our business. While SYM-PAC is processing our business, it gives us the time to *run* our business!"

**— 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
- 15 users across 2 locations
- Maryborough, Vic.
- Buying groups: Mitre 10 & CRT
- In business since 1878



Our Customer

Maryborough is a beautiful country town located centrally in the heart of Victoria, in the middle of the Victorian Goldfields.

Bernie Cramer's family has been in the Hardware and Rural Supplies business for many years, 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 now a Mitre 10, having changed from Home Hardware Timber & Hardware in 2016, and a CRT Rural Merchandise store.

"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.

"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 over 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.

Improvements to store operations

Cramer's Mitre 10 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."

SYM-PAC Changeover

- Back in 2003 when we first moved to SYM-PAC, our team were all very excited about the upgrade. One of the main features we were looking forward to was invoice statements! After many years, we were very tired of pinning the customer invoices to their statements each month!
- We were impressed with the POS system - right from the beginning - it just worked — and had loads of features.

The support from SYM-PAC

- The backup support with SYM-PAC was and has always been professional. The SYM-PAC staff are very patient, and understanding — because it's normally us making the mistakes and then they have to fix the problem.
- The 7 days a week support service is very reassuring for any business.

The improved features

Since moving from Home Timber & Hardware to Mitre 10 in 2016, we have noticed many better features, including:

- Transmitting our Mitre 10 order
- The Mitre 10 updates process
- The Mitre 10 KVI Comparison Report
- The new improved Mighty Rewards integration
- The new promotional labels system... just to name a few!

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 2016 we celebrated 25 years of providing innovative solutions to Australian retailers across a number of industries —

- Timber & hardware
 - Industrial & construction industry supplies
 - Tool suppliers
 - Rural merchandisers & farm supplies
 - Camping & outdoor retailers
 - Electrical appliance retailers,
- and many more.

We cater for a variety of retail structures —

- Buying groups & their members
- Independent retailers with more than one buying group
- Multiple stores or branches with the same owner
- Franchise stores & franchise head offices,

and many varying combinations of the above.

We love bringing practical retail innovation to Australian retailers all over the country.

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



SYM-PAC Solutions

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we listen

we innovate

we deliver

Solutions to
get on with
business

