

CASE STUDY

Franz Building Supplies

“Using Sympac, you have one system, including fully integrated financials, even payroll! With this single source of truth at your fingertips you can make critical decisions fast. Therefore stay ahead of the competition. Without this, you miss out.”

- Simon Lalor

Company Name
Franz Building Supplies

Sympac Users
10 Users

Store Locations
1 Location

Our Customer

From operating out of a 20-foot sea container in Malaga in 1998, to now a 3300m2 warehouse and workshop in Bibra Lake, Franz Building Supplies has made a long journey of exponential growth and continuous improvement. By 2019, the business had incorporated Decking, Mouldings, Joinery, Doors, Hardware, Structural Timber, Fibre Cement and Insulation.

The manager, Simon Lalor has given us an insight into how Sympac has impacted Franz Building Supplies success.

Why Sympac?

The big reason Franz Building Supplies came with us was for Sympac’s long standing successful history within the building supplies industry.

“We came on board with Sympac beginning back in 2013 bringing us a world of opportunities. We love that Sympac is a fully integrated system – General Ledger, Payroll – we do everything in Sympac. It’s given us one source of truth. The Timber Handling feature is one we have found fantastic for our business needs.”

“Speed decision making is critical in our industry. We’ve got everything at our fingertips, therefore we’ve got information readily available for critical speed decision making. If you don’t have this, you miss out.”

“Sympac have successfully supported us through our growth journey and continue to be a fantastic team to work with!”



The Relationship with Sympac

“Over the years, we have watched Sympac evolve and develop alongside our business. The feedback loop between us is critical and we have successfully created a really close relationship. Sympac have been such a great team with such a depth of knowledge. Being able to reach out and ask questions has really helped us utilise the system.”

“It’s great knowing when you ring up the help desk, you’re able to tap into a wealth of experience, especially with people like Rob Sheppard who has been at Sympac for over 20 years.”

“With Sympac’s ticketing system, we can watch our feedback move swiftly through development. It’s so helpful to be able to see how our feedback is being taken and the progress can be tracked.”



A Journey of Exponential Growth

“Both Sympac and us have really J curved in our growth in the past three years. Sympac has expanded massively in development and new features, at the same time Franz Building Supplies have been on a strong growth trajectory. It felt like two worlds collided.”

“We love that Sympac is always evolving and getting better. We have the people and the resources to utilise the system better, which we lacked as a smaller business years ago. We now have a purchasing and inventory control manager whose task is to make sure Sympac is being used to best achieve maximum efficiency.”

“We are becoming more efficient so that we can handle the growth. We are really putting the time and effort into understanding Sympac. You really start to see what it’s capable of doing – not just what it’s currently doing.”

Favourite Sympac Features?

- + “Fully Integrated system including Financials – have given us one source of truth.”
- + “Timber Handling – It’s easy to use and has a well laid out pack and rack system. You can differentiate between timber lengths so easily, and it even prints out nicely – it’s the little things that make a difference!”
- + “The Stock and Sales Analysis Dashboards – is a powerful tool. You can break the tabs down to categories, by department and customer, which provides excellent business intelligence.”

Moving Forward - Together

“We are looking forward to the rest of the year to identify what procedures need to be put in place. We want to look into Sympac’s suggested ordering and other efficiency measures. Together with Sympac we have the capacity to take our business to the next level.”



Health Check Inventory Master Class

Sympac Masterclasses provide in-depth one on one training programs designed to improve performance, efficiency, and profitability.

The team at Franz Building Supplies invested in one of our most popular Master Classes, the Health Check, which provides a comprehensive business report to review the overall health of your business.

“We decided to do a Health Check with George, which has given us a much better understanding on where our business is currently. You don’t know what you don’t know. This has given us a path forward on progress.”



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