



## Fagg's Mitre 10



### Why SYM-PAC is our choice

- SYM-PAC Dashboard
- Management Reporting
- Suggested Ordering
- Mitre 10 Integration
- Good support & can-do approach
- Enormous amount of functionality

### Customer Profile

- With SYM-PAC since April 2011 (previous owners at Wallington with SYM-PAC since 2000)
- Over 90 users across 3 locations
- South Geelong, North Geelong & Wallington, Vic.
- Buying group: Mitre 10
- In business since 1854

*"Moving from our previous system was a momentous decision but one that was needed given the development of our business.*

*Mark and the team from SYM-PAC were great to deal with during the conversion and really listened to our needs.*

*Eight months later, we are still learning about the breadth of SYM-PAC and how it can improve our business. However, so far, so good!"*

*— Keith Fagg,  
Owner*

## Our customer

Located in Geelong, the largest city in Victoria outside of Melbourne, Fagg's Mitre 10 has a long and fascinating history as one of the oldest family businesses in Australia.

The business began in 1854 by brothers Samuel and William Fagg, who emigrated to Australia in 1852 during the Ballarat Gold Rush.

More than 157 years and some generations later, Fagg's is still owned and managed by direct descendants of its founders. Though steeped in history, Fagg's is at the same time recognised as a progressive business — built on a strong emphasis on providing value and service to the local Geelong community.

Fagg's Mitre 10 has three large stores based in North Geelong, South Geelong and the newest addition at Wallington. The type of customers across the three stores are all roughly 50% trade and 50% retail.

## Why did Fagg's choose SYM-PAC?

"We were looking at purchasing the Wallington Mitre 10 store, the review of that business led to looking more closely at SYM-PAC — which had been in place at Wallington for more than 10 years, since 2000," says Mark Edmonds, General Manager of Fagg's.

"We had also heard strong recommendations from other Mitre 10 users."

Though happy with the reliability of their previous system, the purchase of the additional store meant a serious examination of how three branches and two systems were going to be effectively merged.

"We were impressed with the features and cost effectiveness of the SYM-PAC proposal, and this ultimately led us to make the decision to change over," says Mark.

## The scope & size of the SYM-PAC installation at Fagg's

The size was not insignificant. Three stores (which were running as 6 different branches!), were merged across the three locations, including product, sales and customer data from two different systems.

All up over 90 users are catered for across the three stores.

## Where has the most immediate impact been felt?

Fagg's are still quite new users of SYM-PAC and in some ways still getting used to the huge level of change that's created in any business with a new system.

They're expecting all of the SYM-PAC modules to provide benefits across the business as efficiencies begin to flow and become embedded into 'the way they do things'.

"We intend to use all aspects of SYM-PAC," says Mark.

"Including SYM-PAC Online and also General Ledger, which we have not used in past.

"From a management point of view, we are very reliant now on the SYM-PAC Dashboard and the information it provides. We have found the system easy to use, and once trained, simple to grasp.

"SYM-PAC's Dashboard, and their Suggested Ordering system, in particular have been fantastic," says Mark.

## The best things — so far!

Mark indicates the three best aspects of the SYM-PAC experience to date:

- Good support and very much a can-do approach from the SYM-PAC team.

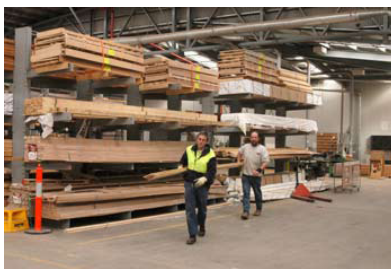
- The enormous amount of functionality — we may never use everything!
- The ease of use of the SYM-PAC system.

## Looking forward to future plans

"We're looking forward to working with SYM-PAC to introduce Online, and also scheduling of product deliveries to customers. Implementing the General Ledger module will also be a big step forward.

"Additionally we're planning to launch the Loyalty module into the business, which should deliver great results," says Mark.

"Overall we think that SYM-PAC's approach has been very positive," says Mark. "We like the constant drive they have to keep improving the offer."



## 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.

