



# Customer Story

**Crosby Tiles imports the majority of its inventory from exclusive manufacturers in Italy, Spain, Sri Lanka, Turkey, Brazil and various other parts of the world.**

Andrew Williams, General Manager at Crosby Tiles says the need to maintain its reputation as an innovative industry leader through outstanding inventory and logistical issue resolution capability, had become the business imperative for Crosby.

Fed-up with the 'pass-the-buck' blame between the systems support people and the hardware support people when things went wrong, Andrew decided the best case scenario was a complete end-to-end solution provided and managed by one vendor. He

admits "we put all our eggs in one basket but the benefits by far outweighed the risk," and Addax Business Solutions provided demonstrable evidence that the risk was negligible.

## **Managed IT services & support resolves issues...**

Addax undertook a complete audit of Crosby's hardware and software systems and presented several options to resolve issues with; network speed, security and connectivity between branches. As a result, mission critical business applications have been split over two servers so network speed is no longer an issue and a structured

security policy has been implemented. Addax installed a Wide Area Network and Thin Client Technology to link stores via the web using Citrix.

Andrew is quite clear that Addax have provided a valuable end-to-end managed software and hardware solution with outstanding support. Having the same vendor provide managed IT services has also proven to be cost effective and entirely dependable with little, if any, disruption to business continuity.

The added bonus is there's no time wasted while vendors sort out who should be taking responsibility for issues.

## **What is Greentree Software?**

**Greentree Business Software is a real-time, modular, fully-integrated business management suite.**

**It is purpose-built and well-matched for Australasian small to midsize businesses.**

**Greentree's combination of smart functionality, lower total cost of ownership and scalable flexibility will help drive productivity and provide a source of competitive advantage to help you grow your business to the next level.**

**Company - Crosby Tiles**

**Industry - Building and Construction**

**Location - Perth, Australia**

**Challenge - To maintain its industry-leader position through outstanding Inventory Management and logistical issue resolution.**

**Solution - Greentree Business Software plus customised development add-on and end-to-end IT Support from Addax Business Solutions.**



***“Addax sought to understand our business and presented all the options. As a result, we bought a solution - we weren’t sold software.”***

**Andrew Williams, General Manager - Crosby Tiles**

### The case for customisation...

Building a new home is an emotional and challenging experience for most home owners, and Crosby Tiles respond by understanding consumer trends and ensuring affordability and availability of high quality products.

Crosby Tiles had a significant need for forecasting consumer trends based on future selection rather than historical sales data calculation. Delivery can be as short as 2 weeks and it can take 6-18 months from the time tiles are chosen to when building commences.

Anything can happen during this time and Andrew says “overstocking as a contingency plan to cover all eventualities isn’t strategically smart and it’s also a waste of capital investment.”

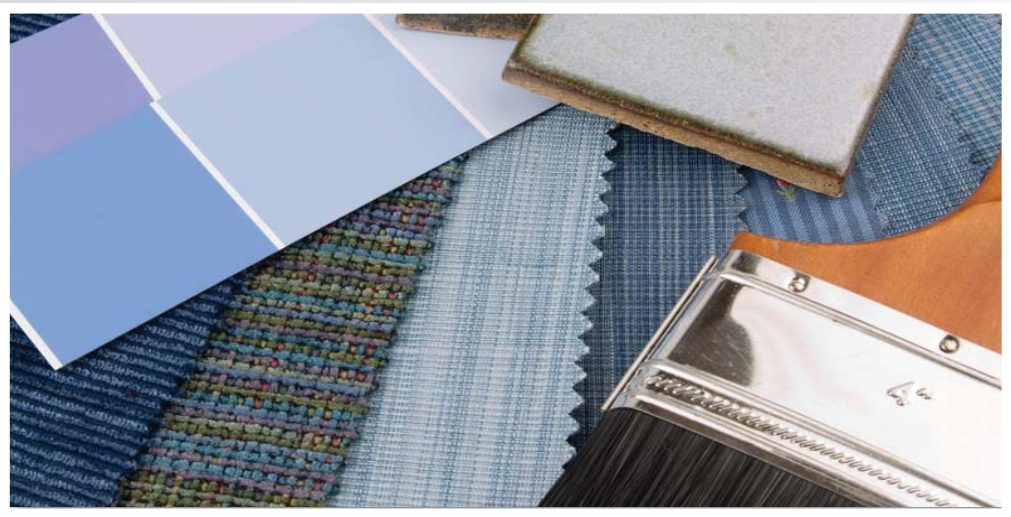
Like any fashion item, colours can become unfashionable quicker than they were the ‘in’ colour, which presents a challenge for inventory management. Due to the time delay between product selection and delivery, sales data can be misleading too. Andrew says, “sales are more of a lagging indicator of trends and can only tell management what consumers chose 6-18 months ago. We required a system that would produce leading indicative data.”

In response, Addax developed the Colour Selection add-on by customising Greentree’s Inventory Management module. The Colour Selection add-on captures data based on selection rather than sales. This enables management to proactively predict where consumer trends are heading, while he can still rely on Greentree reporting to provide historical sales data. Andrew says this will enable Crosby to get ahead of the play and source products to satisfy the changing needs of their customers.

Since the Colour Selection add-on integrates with Greentree’s Inventory Management, the combined effect is a reduction in stock over-ordering, which in turn results in a reduction in the costs associated with holding stock.

Greentree’s integration and flexibility for customisation have been innovatively leveraged by Addax to help Crosby Tiles maintain its position as an industry leader. Crosby’s Management now have the tools to predict changes in consumer trends based on future preference as well as past sales, and this gives Crosby its competitive advantage.

This, combined with end-to-end IT support delivered by Addax, means Crosby now have one convenient point-of-contact for all IT and software-related issues.



### About Crosby Tiles

Crosby Tiles was established in Western Australia in 1922 and was the first company to merchandise Ceramic Tiles in Perth. The company is widely recognised as the state’s leading ceramic tile merchant, employing around 50 staff over three metropolitan locations with agents in almost every country town in Western Australia.

Crosby believes the key ingredients of its success are; quality, choice, exclusivity and affordability.

[www.crosbytiles.com.au](http://www.crosbytiles.com.au)

### About Greentree International

One of the largest Business Systems software vendors in the Asia Pacific region, Greentree International specialises in developing financial and business management software solutions. The organisation was rated one of the global 25 Rising Stars by MIS magazine, placing it in the company of IT heavyweights such as Google.

[www.greentree.com](http://www.greentree.com)

### About Addax Business Solutions

With offices in Perth and Sydney, Addax has provided both Australian and international companies with comprehensive and effective business solutions and strong customer support for more than 15 years. Addax combines the experience and skills of a dedicated team of business systems architects and consultants with the most advanced application software to deliver the best business system for your organisation.

[www.AddaxSolutions.com](http://www.AddaxSolutions.com)