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Gasweld Tool Centre

Drawing on the right tools to secure a powerful industry position

Australia's largest specialist gas, welding and tools supplier and retailer, Gasweld Tool Centre, needed a solution that would streamline its operational processes, cut down on the highly intensive manual time that was grinding down resources, while empowering staff with the right tools and information to be more efficient and productive, and foster profitable business expansion through better decision making.

A strong industry presence

Gasweld has firmly established itself as one of the nation's largest specialist gas, welding and tools suppliers. Since it was established in 1978 in Newcastle, NSW, Gasweld has expanded significantly, now employing more than 170 staff across its 19 stores throughout Australia. Gasweld additionally maintains a growing online presence and e-commerce store.

Gasweld is recognised as a "one stop shop" for the trade and industrial markets, as well as serious DIY enthusiasts. The retailer offers a robust range of products including construction site machinery, power and welding tools, as well as cleaning, abrasive and access equipment, the retailer brings to market ranges from a number of leading brands such as, Makita, Hitachi, Panasonic, Metabo, Stanley and Husqvarna, to name a few.

Fusing the perfect partnership

In 2004, Gasweld made the decision to modernise its information systems, seeking to gain big improvements in its operational efficiencies by automating its reporting and streamlining many manual processes.

Determined to choose the most suitable solution for the business, Gasweld's General Manager, Brent Dunning, critically researched various business management solutions. Following a detailed evaluation of multiple platforms, it was Pronto Software that ticked all the boxes.

"We were after a solution that integrated all aspects of our operations and had the ability to support the delivery of our imported goods, which is a core component of our business," said Dunning. "We really struggled to stump Pronto on anything! Their team have a lot of business experience in our sector and they know how to listen, so they really understood our requirements."

Gasweld implemented Pronto's flagship business management software product, Pronto Xi, across its business. This included a variety of Pronto Xi modules including Financials, Point of Sale, Manufacturing and Warehouse Management, as well as its ecommerce tool, Avenue.

According to Dunning, Pronto Xi has given the company's management team clear and valuable visibility into all corners of its business, enabling fast, informed and smarter decision making.

"We now have access to key transactional information at our fingertips almost on a minute by minute basis, so we know the position of the business at any given time, no matter our location."

Gasweld's warehouse operations and inventory processes have significantly enhanced since the company's integration of Pronto Xi, with inventory growing to 150,000 core products with over 300,000 available on the Pronto database.

"Previously, we picked stock manually with no clear stock identification as far as location goes. Being able to find stock has now become a simple and rapid process for warehouse staff since introducing Pronto. It now takes only two days for a new staff member to become productive compared to the six months it used to take. Pronto is so stable and solid, it doesn't fall over," continued Dunning.

Constructing a more efficient company

As an expanding business with growth year-on-year, it was important Pronto Xi contained the functionality to scale with the company.

In addition to bricks and mortar growth, Pronto's ecommerce function, Avenue, enabled Gasweld to streamline and quickly grow its online sales channel.

"With our old system, everything had to be manually loaded. If a customer purchased a product online, the system would generate an order, which would then have to be entered for processing. This was very manual and cumbersome."

"With Avenue, an online sale is seamless to despatch, as the front and backend systems are now fully integrated. We see Pronto Xi as a silent salesperson, reducing our administrative headcount while improving our customer service. With Pronto Xi, we're able to sell more, facilitate those sales quickly and the whole process is far more profitable for us."

“We can now start bringing things in from left field. It’s perfect for assembling information that traditionally wasn’t aligned. For instance, it has allowed us to nicely tie data between receivables, inventory and manufacturing, so we can sew parts of our business together into reports that are meaningful. From these we can easily identify new opportunities to further expand the business.”

Building intelligence

Not long after Gasweld began reaping the benefits of Pronto’s ERP technology, the company began the process of integrating Pronto’s Business Intelligence (BI) functionality that utilises IBM Cognos. This has enabled the company to be more proactive, with monthly reporting of customer, sales and inventory, no longer a strain on resources. Additionally, it also ensured staff are given access to data that enables them to make better decisions.

“In the old days we used to run reports and then someone would digest and pull out the information, then deliver it to senior management. Now, the reports are written and scheduled in such a way that they just automatically turn up in their ready format, sitting on the right person’s table, inbox or smartphone. So there’s a big saving in labour for us.”

“We’re also now providing meaningful data to relevant staff at all levels of the business from retail store level to the warehouse as well as head office. This has made a massive difference to the speed with which we make decisions across the business, while empowering the team.”

“That’s how we’ve utilised Pronto’s BI to the greatest benefit – being more proactive. Rather than having to look for information, it’s delivered to the person that requires it before it’s requested. With Pronto as our partner, we deliver the relevant insights needed to make decisions.”

“There’s also a real time and cost saving benefit. With automated reporting, we can now allocate resources to tasks that actually require human intervention.”

Dunning also explains that the BI functionality within Pronto Xi is driving more innovation in the business.

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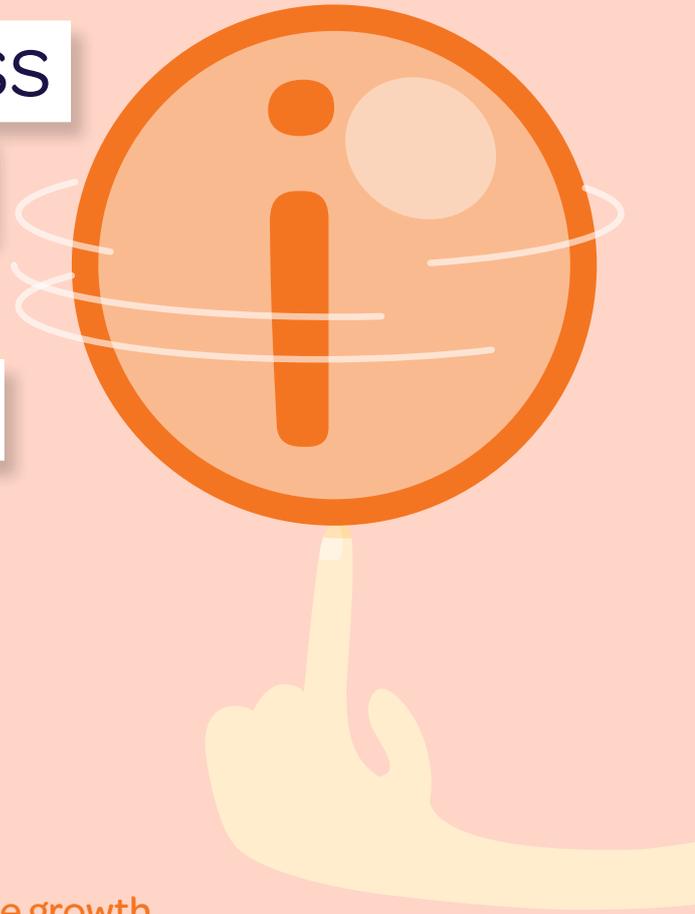


Gasweld

- One of Australia’s largest specialist gas, welding and tools suppliers with more than 30 years experience
- 170 staff across 19 stores throughout Australia, with an online retail presence
- Established in 1978



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Pronto Xi: empowering a business for profitable growth.

We Listened

to the team at Gasweld looking for more visibility into their complete operations, to enable more streamlined processes.

We Adapted

an integrated solution to enable more effective resourcing, and drive faster, smarter decision making.

We Revealed

an intelligent business management software solution that is flexible and scalable as Gasweld grows, without requiring an increase in head count

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Tailor-made business software solutions.

Pronto Software has been developing award-winning business management software for over 30 years. With in-built intelligence, flexibility and an easy-to-use interface, its flagship product, Pronto Xi, enables users to discover rich business insights.

Pronto believes in the power of actively listening to clients, adapting our product to meet their needs and finally revealing the best solution. It's how we continually surpass client expectations, delivering moments of utter surprise and delight.