**PRONTO**
SOFTWARE

**Co-op**

"Seeing how easily we could monitor our inventory and transactions for the first time was a great moment."

# The Co-op
## How we made the grade growth

Since replacing their home-grown IT system with a suite of Pronto Xi modules, The Co-op have achieved strong growth through scalability, automation and greater visibility.

### Studying the business dynamics

Providing textbooks and educational resources to over one and a half million students and lecturers at over 40 university and TAFE campuses, The Co-op handles hundreds of thousands of transactions every year.

In 2008, after 20 years using a home-grown IT system, The Co-op realised that it was time for a change.

"Our software wasn't just outdated, we were actually running three disparate systems to manage our customer and stock information, point of sale and accounts," explained IT Manager at The Co-op, Anthony Grant.

This lack of integration meant there was often a lag in information as well as an inability to drill down and analyse key business data.

"We were struggling at the point of sale too because we have a number of different promotions and pricing options for our members, non-members and staff," said Mr Grant, "and our in-store staff had to manually enter all the variations into the system. As you can imagine, reconciling all of those transactions was very difficult."

Before searching for a software provider, The Co-op drew up a list of 25 key criteria. Pronto was not only able to meet virtually all of these criteria, it offered flexibility, scalability, advanced retail functionality and a proven track record.

### Understanding the assignment

So that Pronto could customise its Pronto Xi platform to suit the unique needs of The Co-op, it invested considerable time getting to know the exact nature of the business.

A suite of tools, including financials, distribution, point-of-sale (POS), electronic data interchange (EDI), project costing and customer relationship management (CRM), was designed with the following objectives in mind:

1. Provide more visible and accurate inventory management
2. Deliver clearer, more timely financial reporting to promptly identify potential issues
3. Streamline the point-of-sale functionality
4. Allow for future business growth and development

### Passing with flying colours

One of the biggest benefits of Pronto Xi has been improved visibility of business operations. Having the Financials and POS functions integrated means that all transactions are now automatically updated in the business's general ledger, giving it a real-time snapshot of its data at any point in time.

"Troubleshooting is easy now because every single piece of information is tracked, allowing us to drill down and give some meaning to the figures," said Mr Grant. "For example, if margins are low, we're able to slice and dice the data to find out why, and take the appropriate action to rectify the problem."

With an automated POS function, The Co-op can now roll out different member pricing and promotions very quickly without having to adjust POS settings.

"It's made such a big difference to staff productivity that, on average, it's freed up one member of staff per store to perform a higher value role such as in-store initiatives," added Mr Grant.

A key focus for The Co-op moving forward is to maintain its competitive advantage and keep up with market developments. One of its main challenges is keeping ahead of the trends towards digital publishing and online browsing and shopping.

"Without a doubt, Pronto Xi has made us more current, flexible and responsive to an ever changing market. We're confident Pronto will continue to help us stay ahead of the game," said Mr Grant.

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## The Co-op

- Established in 1958 and now one of the largest providers of educational, professional and lifelong learning resources in Australia
- 42 stores on university and TAFE campuses across the country
- A co-operative business model with 1.5 million members and profits returned to members via discounts

> "On average, we've been able to free up one staff role per store, allowing them to perform higher value tasks."

Anthony Grant, IT Manager, The Co-op

**A textbook example**
The Co-op was handling hundreds of thousands of transactions a year with an outdated and poorly integrated IT system.

**We Listened**
to The Co-op's management team to develop a keen appreciation of the business's unique challenges and ambitions.

**We Adapted**
the key financials, distribution and point-of-sale modules within the robust Pronto Xi platform to provide a fully integrated solution.

**We Revealed**
a new financial, inventory and POS system that has significantly improved the visibility of business operations, streamlined the POS function and enhanced staff productivity.

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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.