Case Study: RSEA –
A safe pair of hands with Pronto Software

Up until RSEA’s entry into the safety market, the industry had largely been a ‘silent’ one – tradespeople and businesses needed OH&S equipment but weren’t sure where to go. With 18 stores throughout Australia and New Zealand, RSEA has made the industry as visible as the fluorescent workwear it stocks – 1 of 40,000 product lines including footwear, safety clothing, road safety equipment and signage. With 220 staff, RSEA also operates a successful hire business.

To help keep track of its stock, and manage its retail expansion, RSEA needed a fully integrated enterprise resource planning (ERP) system that was robust and scalable enough to handle a growing business, but quick to implement, easy to use and simple to run by its one-person IT department.

Growing pains
According to RSEA Operations Director, Sally Lewis, the retailer was operating from a very low technology base with its first few store rollouts. It was using a simple accounting package but each store had its own database which caused double handling of data. There was also no stock management system in place and little visibility between stores.

As Sally explained: “We had no idea of our stock levels at any point in time and there was no product consistency across our stores. Each store was running its own race. We didn’t have the depth of information to run the business properly. In fact it was a challenge to know exactly where the business was at.”

RSEA
◆ One of Australia and New Zealand’s largest retailers of safety apparel and equipment
◆ Part of the Spotlight Group
◆ Employs 220 staff across 18 locations
◆ More than 40,000 product lines

“There’s no doubt PRONTO-Xi’s a very scalable, robust system that’s easy to run and maintain. As we continue to grow, it’s great to know the ease in which we can get each new store up and running on PRONTO-Xi quickly.”
Sally Lewis, Operations Director

“Our vision going forward was to link all the sites and analyse stores results to make proper decisions rather than going on gut feel.”

Sally evaluated various software solutions, focusing on systems that were tailored to mid market businesses. “Once we met with Pronto and started working through the process, the relationship naturally evolved. I felt comfortable with the Pronto team and had confidence that PRONTO-Xi was the right fit for our business,” she said.

The project developed a list of key criteria for the new solution to help drive the business forward, including:

◆ Fully integrated with no third party interfaces;
◆ Flexible reporting functionality to analyse stock information in real time;
◆ Highly scalable to accommodate business growth;
◆ Cost effective, robust and easy to maintain.
A smooth transition
Sally also highlighted the importance of getting the structure of the database right. “We were very careful in ensuring the database could be appropriately configured so inventory information could be entered and extracted in a meaningful way, rather than having to adapt to the system,” she said.

RSEA implemented a range of modules including Financials, Point of Sale, Payroll, CRM, Distribution, Warehouse Management and iShop.

“Pronto was great during the pre-work phase and really guided us through the process,” Sally said. “There was often a consultant on site ensuring a smooth transition.”

Pronto also took a hands-on approach with the user training process, enabling RSEA to reap the benefits of its ERP investment fast. “Pronto really followed up on the training aspect after we went live so staff could utilise the system to its full capacity,” she said.

Integrated e-commerce functionality
RSEA recently ramped up its web capability, and now offers an online store which is completely integrated with PRONTO-Xi.

As Sally explained: “We’ve re-designed our whole web presence and a big part of that is enabling our customers to buy online. Once an order is placed online, it feeds directly into PRONTO-Xi and we simply manage which store is going to service the sale. We see strong potential with online sales - which is already growing quite steadily. The goal is to have the online store become a branch in itself.”

Improved warehouse management
Sally added that RSEA has also expanded its level of overseas imports and is moving to a larger warehouse space. Plans are in place to deploy PRONTO-Xi’s Advanced Warehouse capability to manage the flow of higher volumes of import stock more efficiently.

“We’re putting in a pick-and-pack warehouse which will allow us to better service our store network,” she said. “With Advanced Warehouse, we can proactively manage bulk stock.”

Better decision making
Sally added it’s not just the back end of RSEA’s operations where they’ve realised major business improvements. PRONTO-Xi’s integration across the store network means Sally can now make business decisions in real time based on accurate information.

“We can monitor and analyse in real time what’s happening at each store in terms of sales and margins,” she said. “It’s this transparency that enables us to make much more informed business decisions as well as mitigate risks given we can identify and react to problems more quickly.”

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**KEY BENEFITS**

- Greater transparency of store performance throughout entire network
- Improved visibility of stock, financial and customer information across all stores
- Ability to make business decisions in real-time based on accurate information
- Dramatically improved warehouse operations and stock management system
- Improved online presence and ecommerce offering

**About Pronto Software**

Pronto® Software is an international provider of fully integrated Enterprise Management Systems. With more than 30 years of experience, Pronto Software enables over 1,200 customers worldwide to maximise productivity, streamline their supply chains and deliver superior customer service.