

# CASE STUDY

Advanced Lighting Technologies

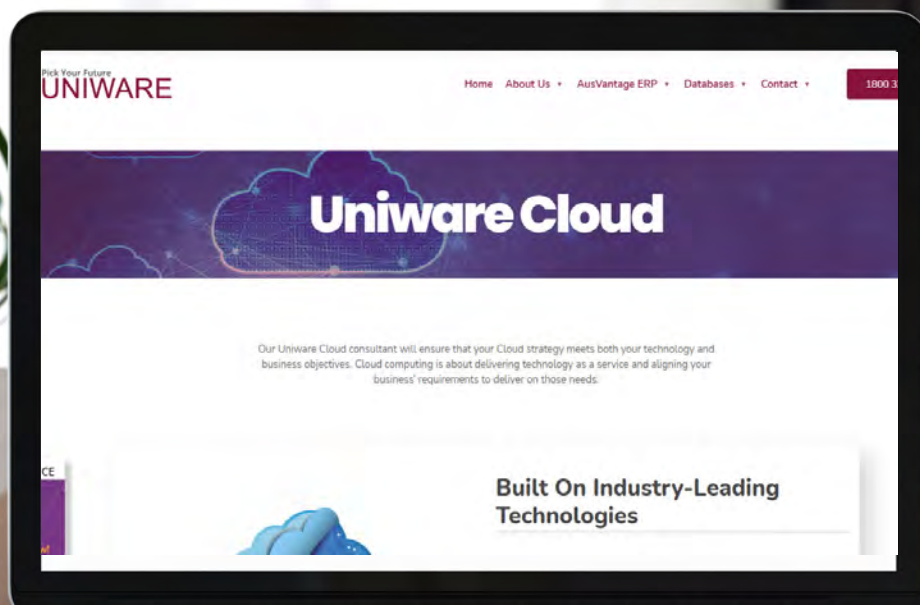


**Advanced**  
LIGHTING TECHNOLOGIES



**Uniware offers freedom of choice. A specialist provider of the widest range of MultiValue Database solutions in Australia and New Zealand, Uniware is dedicated to providing AusVantage ERP and other MultiValue solutions on premise and in the cloud.**

**Let Uniware take care of your mission critical application within the Uniware Cloud.**



## ABOUT ADVANCED LIGHTING

Advanced Lighting Technologies (ADLT) has been a leader in the lighting market for over 25 years. With an established presence in Australia, New Zealand and Southeast Asia, we specialise in industrial, architectural and commercial lighting solutions designed for dozens of applications and industries.

Our relationship with leading lighting manufacturers around the world allows us to supply a wide variety of high-quality, innovative lighting solutions specific to your project requirements. This, coupled with a range of professional services provided by qualified industry experts, means we offer a holistic lighting solution designed to exceed our clients' expectations every time.



In addition to its innovation, leadership and core focus on 'green' lighting products, the Company's Materials Group produces unique metal halide specialty chemicals, ultra high temperature thin film coatings and precision glass optics to create leadership products for a wide range of energy efficient lighting solutions.

The head office, factory and warehouse facility in Melbourne provides sales, service and distribution to all states of Australia. The New Zealand operation is located at Mount Maunganui and Auckland, and ADLT is also represented in Asia through their Singapore and Thailand offices and a network of agents and distributors.

## INDUSTRY

Manufacture, design and distribution of lighting systems

## CHALLENGE

To deploy an ERP and CRM system suitable for manufacturing, importing, integrating design and e-Commerce solutions.

## SOLUTION

Implementation of AusVantage ERP system integrated with CRM, Bill of Materials, Importing, Manufacturing and ClearConnect e-Commerce.

Additionally a customised module for lighting design solutions integrating with quotations and sales order entry.

## RESULTS

Improve profit by focusing on legitimate customers

Optimisation of warehouse space because of design to order

Manufacture accurately to requirement utilising Bill of Materials reducing manufacturing errors and part order errors

Substantially improved efficiency of part manufacturing and stock management for assembly resulting in overall improved margins

## THE CHALLENGES FOR ADVANCED LIGHTING

The ADLT mobile sales force work with consulting engineers throughout Australia where products are sold through wholesale chain customers. Keeping track of vital design, customer contact, order and invoiced sales information was particularly difficult. Management was unable to evaluate which customers were of high value and repeat buyers-as opposed to customers that were taking up sales representatives' time and expert design skills with minimal or no return. Representatives were unable to see when sales had been processed nor could they calculate current commission status.

Further, representatives were unable to request quotes, place orders, provide lighting design information or track sales order status for customers without going through a tedious and time consuming form filling and faxing/emailing process which then had to be re-keyed at the other end.

With offices Australia wide, in New Zealand and Asia, ADLT faced the additional challenge of building a scalable Virtual Private Network (VPN) to enable uniform business processes across disparate sites.

## BACKGROUND TO I.T. SYSTEMS

In 1993 Richard Langdon, CEO, commenced looking for an ERP package that could manage both the Importing and Manufacturing functions of the business with an integrated Bill of Materials module. After reviewing several well known ERP suites, Richard settled on Uniware's DISTRIB ERP application.

As the business has grown and changed so too has their Uniware ERP system. Upgrading from Uniware's DISTRIB to Uniware's AusVantage ERP and then adding AusVantage CRM, ClearConnect e-Commerce and Business Intelligence tools has meant that ADLT has been able to keep up with advantages of improved technologies without the hassle and cost of implementing an entirely new system. As the upgrades have been implemented incrementally, keeping their business processes, data and customization intact has meant minimal downtime or retraining.

## INDUSTRY

"Uniware provides SME's in the Supply chain, Manufacturing and Services sectors with ERP solutions to manage business processes. With added value services such as IT infrastructure, Web Services and Ecommerce, Uniware is an end to end IT source satisfying our clients needs to enhance enterprise productivity, mitigate commercial risk and reduce capital expenditure."

### Uniware is a complete IT solution provider offering the following:

- AusVantage ERP
- SCM/ MRP/ CRM
- IT infrastructure
- e-business
- Web services
- Internet Services

### As Your Business Partner We deliver:

- Integrated software solutions
- Quality Implementations
- Reliable Support
- Quick turnaround Development times
- High Service Levels

## REALISING THE OPPORTUNITIES

The implementation of Uniware's **AusVantage ERP, CRM, Business Intelligence and ClearConnet** e-Commerce tools has significantly simplified the working lives of the sales force, management, administration, and customers.

The ability to request quotes according to individual design specifications, track customer orders in real time and streamline the entire Request for Pricing or Tender through to quotation process, has resulted in ADLT vastly improving customer service and consequently overall company profits.

Additionally, Uniware developed a unique lighting design module, specific to ADLT that is accessed through ClearConnect e-Commerce and integrates seamlessly with the AusVantage quotation module.

***Quote from Richard Langdon "Before AusVantage CRM and ClearConnect we had no way of knowing how much time our sales reps were spending creating lighting designs that were never going to be converted into sales. Now with AusVantage we can easily ascertain which customers are integral to our business and which are non profitable customers and our reps can prioritise their time accordingly. AusVantage time tracking tool has had a direct positive impact on overall company profitability."***

## ADLT TODAY AND TOMORROW

**Today;** ADLT have a highly effective and efficient end to end system in place that allows a mobile sales force secure access into both front and back office systems without having to step foot in the office.

**Tomorrow;** ADLT have the opportunity for further business process improvement, processing speed, more robust connectivity, enhanced reporting and more fluid data importing exporting capability with third party products.



**AusVantage** - Empowering Advanced Lighting!

**AusVantage offers the following modules:**

- Inventory Control
- Business Intelligence
- Warehouse Management
- Bills of Materials/Job Costing
- Importing
- Purchasing
- Sales Analysis
- Order Processing/Invoicing

- Consignments
- General Ledger
- Debtors
- Creditors
- Asset/Lease Register
- Point of Sales
- CRM

- Sales Commissions
- Quotations
- Telesales
- e-Commerce ClearConnect
- Service Management
- Hire/Rental Management
- Call Logging
- Project Costing



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