



CRD is the Key Part in Unlocking Cash Flow at

EMPR[®]

“CRD is now a vital part of our business, as critical as SAP itself”

Are you using Crystal Reports for business?

Since using CRD to automate business processes and deliver Crystal Reports, EMPR enjoys benefits such as

- Transformed business - reduced accounts receivable by 60%
- Cash flow boosted by \$300,000 in under 5 months
- 10,000s of invoices/statements delivered at customer's desired frequency
- Maxed out ROI by using throughout the business

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Delivering the right information



to the right people



at the right time

When EMPR Australia, the leading replacement parts reseller for HP, Toshiba and ASUS across Australia and New Zealand, needed a way to automate the delivery of invoices and statements to their customers and partners, they chose the Enterprise Reporting and Business Automation solution for Crystal Reports (CRD) from ChristianSteven Software. The increased visibility into customer credit and credit limits enabled EMPR to reduce its accounts receivable by up to 60%, releasing an extra \$300,000 of cash flow back into the business.



Background and Challenge

Based in Sydney, EMPR is the #1 replacement parts reseller for HP, Toshiba and ASUS across Australia and New Zealand. At any one time the business holds \$3.5 million in parts and serves 8,000 customers and partners, ranging from end-users to major corporations and government organizations. Ben Holmes, IT Director at EMPR, takes up the story, "We were taking around 350 orders a day, but were still handling our invoicing and customer monthly statements in a manual way. This was not just inefficient but also difficult to accurately track and manage."

The business uses SAP in conjunction with Crystal Reports to produce the invoices, statements and other reports, but the system lacked an automated way of distributing the information electronically. Ben says, "In particular we wanted to ensure our customers and partners consistently received all the information they needed to understand their credit position. This would enable us to more proactively manage our accounts receivable and cash flow."

Better Business Intelligence

Ben started searching online for automated distribution software, and, after trying several products, eventually came across CRD (Crystal Reports Distribution) from ChristianSteven Software. Ben was immediately impressed, "I could see straight away that CRD did exactly what we were looking for, plus a whole lot more. It was also already proven at thousands of organizations worldwide. After a short message exchange

with the online sales assistant I downloaded the free 30-day trial and we haven't looked back since!"

Solution and Benefits

Ben is delighted with the results. "CRD is now a vital part of our business, as critical as SAP itself. It runs full-time on a Microsoft™ server and has been extremely reliable and stable, just getting on with the job of automatically distributing tens of thousands of invoices, statements and reports every month." Ben also loves the flexibility and control that comes with CRD, "We can now automatically deliver statements to our customers in their preferred format at their preferred frequency - once a week, twice a week, once a month, on the 15th of every month - you name it. It is very easy to program and, crucially, it keeps a full audit trail of what has been sent and can also write back to SAP. This ensures our customers and partners have all the information they need, when they need it, to help them stay within their credit limits."



In conjunction with the automation of statements, CRD also sends the EMPR finance department a report every 2-3 hours to highlight any customers that have exceeded their credit terms. Ben continues, "Bringing these two elements together has really transformed the way we operate the business, allowing us to reduce our accounts receivable by up to 60% and improve our cash flow by \$300,000 - and all in under 5 months."

Ben adds, "CRD has easily justified itself through our increased cash flow as well as the cost savings of electronically delivering our statements and invoices. However, we can already see a lot of other processes we can automate using CRD. For example, we are going to use CRD to provide an automated email response to queries on our website based on their content."

"Overall, ChristianSteven Software CRD has enabled us to deliver significant value to the business in a relatively short time frame, and I look forward to further exploiting this unique and innovative product in other parts of the business."



ChristianSteven Software delivers advanced Business Intelligence (BI) solutions that solve mission-critical large enterprise needs and includes reporting, distribution, scheduling, dashboards, KPIs and automating business processes.

Information and insight are delivered intelligently to all stakeholders including management, employees, partners and customers. Our solutions aim to unleash the power of your data and transform the way you do business.



ChristianSteven
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Find out more at:
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