4Cabling

BUSINESS CLIMATE:	CONSISTENT GROWTH
CHANGE CATALYST:	REQUIRED QUALITY INTEGRATED DATA
SOLUTION:	JIM2.CLOUD
JIM2® EDITION:	ENTERPRISE EDITION + TAILORED OPTIONS

4Cabling is a leading Australian direct-to-consumer manufacturer, wholesaler and retailer of cabling, server racks and IT management accessories

Starting in 2006, 4Cabling set out to offer an alternative to an outdated model of marking up products to pass on to consumers. They decided to remove the middleman and offer quality products at the best price to consumers, retailers and tradies alike. Today, the company specialises in cables, server rack equipment, data, fibre and other electrical cabling products.

As the team operates across three locations (central operations hub at Alexandria, NSW and business development managers in Melbourne and Brisbane), they need software that links the locations in real time.

A Truly Omni-Channel Business

With an extensive range of products available online, over the phone and at their dedicated Trade Store, each channel is supported and integrated using Jim2, to suit the purchasing preferences of their customers.

With a significant chunk of sales generated online, their huge online presence is underpinned with Jim2 integrating with Magento behind the scenes. This enables 4Cabling to push stock availability to the website and process customer purchases.

In the Trade Store, it's the point-of-sale that sees the biggest strength from their software.

"Our staff scan the system-created barcode, building the new purchase in the sales register of Jim2. EFTPOS purchases are then collected using Tyro Payments system integrated with Jim2 at the point of sale," says Chitrang Trivedi, CEO, 4Cabling.

The sales team of eight dedicated account managers are ready to assist customers with custom orders and specific items. They use Jim2 to build quotes on the fly, adding stock and sending quotes via email, which is tracked and organised in Jim2.

"We take a large volume of custom orders requiring a network or fibre cable. We generate a quote in Jim2, with every piece of correspondence between the customer, our staff and suppliers captured in the system, as long as it's emailed from Jim2 – which we certainly do. We can revisit the quote at any time to review what the customer wanted, and what we can do to address that.

> "I find it powerful. We have one system that integrates with Magento, does our accounting, our quotes, sales via multiple channels, monitors our RFCs, tells us where we've sold and where we stand on margin. It's pretty great in my opinion."

CHITRANG TRIVEDI
CEO
4CABLING

Jim2® BUSINESS ENGINE

Designed, Developed & Supported in Australia, Jim2® Business Engine is a complete business solution to manage every aspect of your workflow cycle and solves the growing pains of small to midsize enterprises.

Key Benefits

- Strong stock management, which handles custom items particularly well
- One integrated system
- Ideal to manage an omni-channel business
- Comprehensive business reporting

"Recently, we quoted a pre-term fibre job in which we also tracked a labour component in Jim2 to actually see our costings. It enabled us to monitor the labour and parts costs, and bill the quote with total confidence," Chitrang said.

Overall Visibility

One of the biggest benefits of Jim2 for 4Cabling has been the overall visibility an ERP system like that offers. "The sales team find it very useful when it comes to custom jobs, particularly when we encounter changes to the quote during purchasing. When details from the manufacturer change, we can update Jim2 and it adjusts costs quite nicely.

"We use many of the reports to track progress. I use the Stock Profit report almost daily to see how we are travelling. I can see the Top 20 or Top 50 customers who spent what, via revenue or gross profit.

"We also use reports to look into new products' performance, where we are selling, how we are selling, who is selling, what type of customer is buying, what type of customer is not buying. We basically run a lot of reports for our sales team.

"Because we are an omni-channel business, Jim2 shows us where sales are happening. We can track by each salesperson and ascertain whether the bulk of their sales come online, via email/phone or at the Trade Store.

"We can assess how accessible we are to customers on all fronts. We have a big web presence so we can check in to see why they're not buying online – is the customer getting all our email campaigns, are they aware they can buy online, are they perfectly set up to use that medium. We get the opportunity to monitor these elements on a regular basis, and work out new opportunities to grow our market share. With this advantage, we can adjust and target our message quite quickly to help us achieve our targets.

"4Cabling has been running Jim2 on premises since 2010, where they transitioned to Happen's Jim2.Cloud platform 5 years later. It was a smooth change between platforms, which caused very little disruption and no different experience to what the team had experienced using Jim2.

"Running Jim2.Cloud, Happen Business manages user setup for the team, "sorting out new user access to Jim2.Cloud only takes a matter of hours to have set up. The immediate convenience is ideal." said Chitrang

"All software has its limitations, but all up, if you have a software package that meets the necessary requirements like Jim2, it's incredibly beneficial to run all normal transactions in one system.

"I find it powerful. We have one system that integrates with Magento, does our accounting, our quotes, sales via multiple channels, monitors our RFC's, tells us where we've sold and where we stand on margin. It's pretty great in my opinion," said Chitrang Trivedi, CEO, 4Cabling.