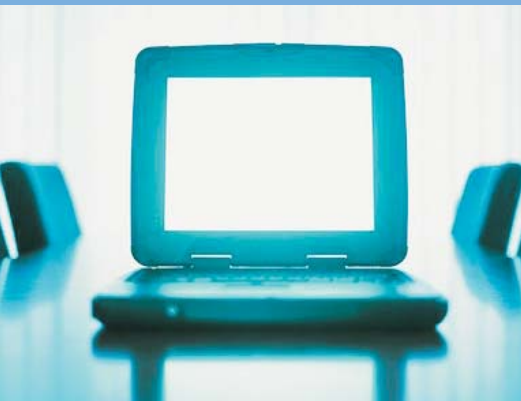


PASTEL evolution

ACCOUNTING

Success Story



Calgan and Wald implement Pastel Evolution to improve operational efficiency

Established in 1993, Calgan and Wald are manufacturers of exclusive lounge suite furniture. While the company started out as a small organisation, it has experienced enormous growth over the past year. This growth has resulted in increased operational pressures and greater task complexity, as the business processes have become more sophisticated.

"Pastel Evolution has become a critical aspect of our daily operations. The system has enabled us to increase our efficiency within our product distribution line and in turn improve our service to customers."

Helen Vincent
Financial Director, Calgan and Wald

SITUATION

Calgan and Wald's existing accounting software system was no longer effectively managing the volume of transactions. A new system was needed which would handle the current transaction volume and allow for future growth as well as assist in managing all areas of their operations, internal communication and employee efficiency.

Some of the challenges facing the manufacturing company included:

- Difficulties in tracking furniture from product assembly through to dispatch.
- Employees utilising a paper based system where documentation was lost or misplaced making internal communication procedures ineffective.
- Duplication of customer orders.
- Lack of information resulting in management limitations in knowing about and rectifying any problems that arose.

a software solution that was not only flexible and customisable to their business requirements but, could also improve employee efficiencies through better communication and in turn improve customer satisfaction. Calgan and Wald required a business software solution that could handle large transaction volumes and link the operational aspects of their business into one system.

Helen Vincent, Financial director at Calgan and Wald said; "**We required a solution that could integrate all our operational and accounting data**, ensuring that no information was lost or duplicated. We view customer service as integral to our business, so it became imperative to implement a system that would assist us to manage the various aspects of our business, from the factory floor through to the management of staff. We cannot afford to have our service levels drop through inefficiencies and miscommunication. One such inefficiency was the duplication of customer orders."

The company's growth coupled with these operational challenges led them to look for

PASTEL evolution

ACCOUNTING

Success Story

SITUATION CONT.

The solution implemented had to meet the following criteria:

- Developed by a **local software vendor** that **understands the requirements of the South African business environment**.
- **One central database** from which **all employees** could work.

- A **customisable** solution with **add-on modules** suited to a manufacturing business.
- A software solution that could be utilised on the **factory floor**.
- A **scalable solution** that would **accommodate future growth**.

- **Integrated customer relationship management (CRM) functionality**.
- And finally, being a smaller business, a software solution that was **state-of-the-art** but **cost effective**.

SOLUTION

In August 2003, Calgan and Wald implemented Softline Pastel's new product – Pastel Evolution. With CRM functionality interwoven into the core accounting application, Pastel Evolution delivers a fully integrated business management solution.

Vincent continues; "Our previous accounting system only allowed us to capture accounting related information onto the system. Pastel Evolution allows us to capture numbers as well as any operational activities that occur within our business onto one centralised database. By combining accounting and operational data, we are

able to see so much more of our business in one view and understand our business from a holistic perspective as opposed to merely a linear perspective. With Pastel Evolution our entire organisation, from the employees on the factory floor through to the Managing Director have access to the same database with the appropriate security access restrictions per department and employee."

Pastel Evolution allows Calgan and Wald the following functionality:

- Pastel Evolution utilises a **Microsoft SQL database** and can scale up to 250

- **concurrent users**, with no limitations on processing large volumes of transactions. Additionally, operating on Microsoft SQL ensures data integrity at all times and maintains all data in one central database.
- The product is sold as a core accounting system with CRM / Contact Management fully integrated into the core system.
- A comprehensive range of add-on modules can be purchased as and when required to ensure that you are never paying for functionality your business does not need.

RESULT

"Over the past two months we have already noticed a large improvement to business efficiencies," says Vincent. "We have definitely increased our productivity levels. The Pastel Evolution team made the product implementation process a stress free experience and ensured that all staff members were trained on the new system."

"Our internal communication processes have become far more manageable and transparent. By implementing Pastel Evolution, we are able to effectively monitor the factory floor and in turn all our employees to ensure customer queries are followed up and resolved promptly and effectively. This solution can also accommodate the growth that we have experienced over the past

year and any future growth requirements. I am confident that the solution will continue to work for us for a long time and I believe we have made a sound long term investment." adds Vincent.

Steven Cohen, Managing Director at Softline Pastel said; "This successful implementation proves the benefits that Pastel Evolution offers. Pastel Evolution is at the forefront of the new age of accounting software. Suited to companies of varying size and industry orientation, Evolution is set to revolutionise the traditional realms of accounting and business software."

Pastel Evolution has brought about the following changes and improvements at

Calgan and Wald:

- All employees operate off one central database – meaning that there is no data duplication and employees have access to more information than they had in the past.
- Improved employee efficiency and productivity.
- A centralised electronic system rather than the traditional paper-based environment.
- No order duplication.
- Improved CRM capabilities.
- And finally, a clear and integrated view of the business for management control and decision-making.