



Productivity, margin and friction-free customer service: **how technology can make your business more successful**



# About / **Intact**



Business software should enable you to operate at your best  
– this is what we empower you to do

**30** Developing, implementing and supporting ERP & business software solutions for over 30 years



Over 2,800 companies use our solutions worldwide



Over 184 direct Intact staff, in Ireland and the UK, dedicated to enabling our customers to excel!



Industry focused ERP specialists –  
wholesale/distribution & merchant.  
EDA Solution Affiliate

## Robbie McEnteggart

Technical Specialist – Product & Industry Focused

18 years experience working with businesses of all sizes, predominantly in merchant & distribution

Tech & ERP geek but it's what the tech delivers for customers that excites me most



# The Margin Squeeze



# Leaking Margin?

## Is this you?

- Are some staff selling below margin?
- Is someone giving away too much discount?
- Are there cheaper suppliers providing the same products?
- What about your pricing structure? Can you see which customers, products or projects have the best margin business to go after?
- Are you alerted, in real-time, when certain key controls or processes are not adhered to?

**With a clearer picture of what's going on in the business you can capitalise on sales , margin and productivity opportunities.**



# **MARGIN LEVERS**

## **7 TOP TIPS**

# 1. Role Based Access & Controls

...but let them 'haggle'

## Flexible Control

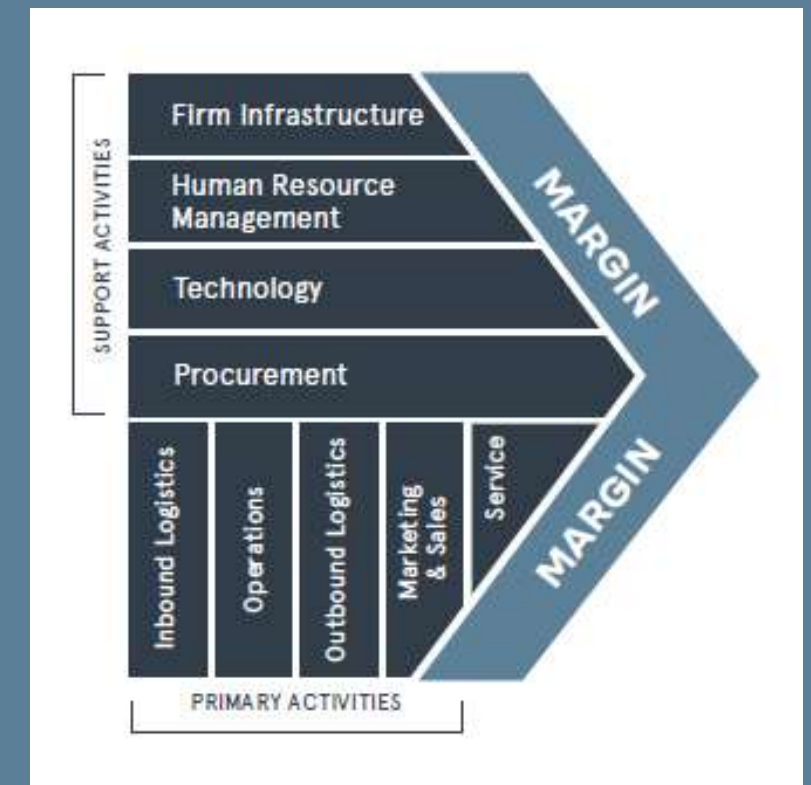
- Max-Min Discount Levels
- Workflows
- Exception Rules
- Quantity Breaks
- Haggle Feature
- Inflated Cost Price
- Adjust Controls @ Dept, Role or User Level



# 2. Understand your Costs

...across the business

- Your Definition of Cost
- Cost Factors
- Cost Apportionment
- Rebates
- Set & Forget



The set up may take some time but once set up correctly it then becomes an automated process



# 3. Margin V Mark Up

**Sales Price – Cost of Goods Sold = Margin**

€100 - €70 = €30 Margin

€30 / €100 = 30% Margin

**Mark Up = Mark Up Amount to reach**

**Selling Price / Cost of Goods Sold**

€30 / €70 = 42.9% Mark Up

## Understand the Difference

- Margin V Mark Up
- Shared Understanding
- System Alignment



# 4 Effective Decision Making

...take the noise out of your business

## Real-Time Reporting

- Information you want delivered to you **how** and **when** you need it
- Avoid Data Overload
- Exception Reporting

## Your Rules, Your Way

- Authorise – Warn – Highlight – Prevent  
Protect – Notify - Confirmation



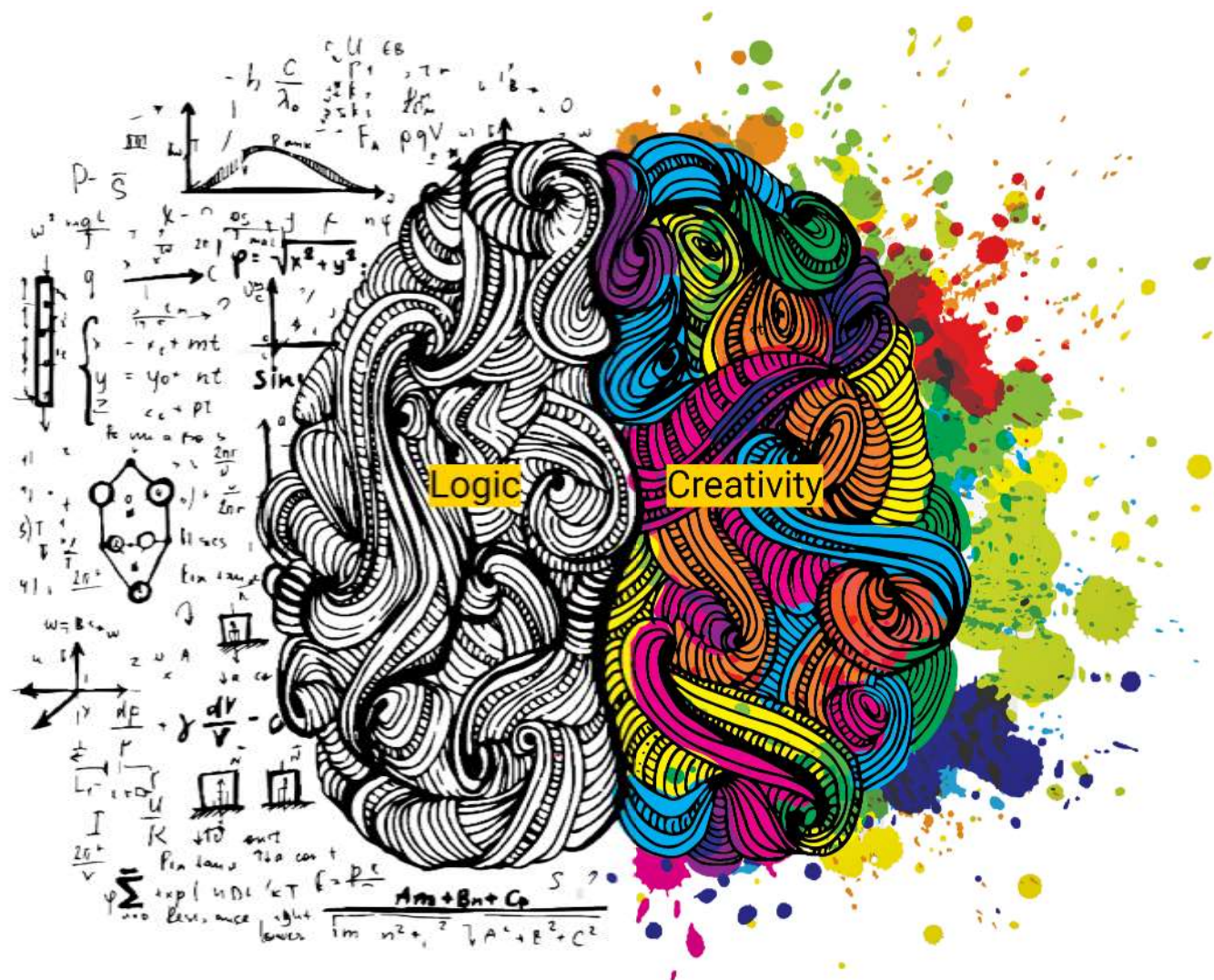
# 5. Customer Service & Product Set -Up

## Empower your Employees

- Free up their time to focus on value-add activities

## Let Technology Look After the Logic

- Accurate data, at their fingertips
- Catalogue Linking
- ETIM, EDATA
- Back to Backs
- Expand your Warehouse Virtually



# 6. Buy Better

## Put your data to work

Your system is recording thousands of transactions and various other data points continuously. You can make that data work for you

- Recommended Purchase Orders
- Highlight Alternate Suppliers
- Highlight Cheaper Prices
- Factor in Rebates...



# 7. Sell Better

## Never miss an opportunity

- Margin enhancing alternatives
- Upselling
- Customer Specifics
  - Price Lists
  - Rebates
  - Quantity Breaks
  - Special Offers



# Automate Business

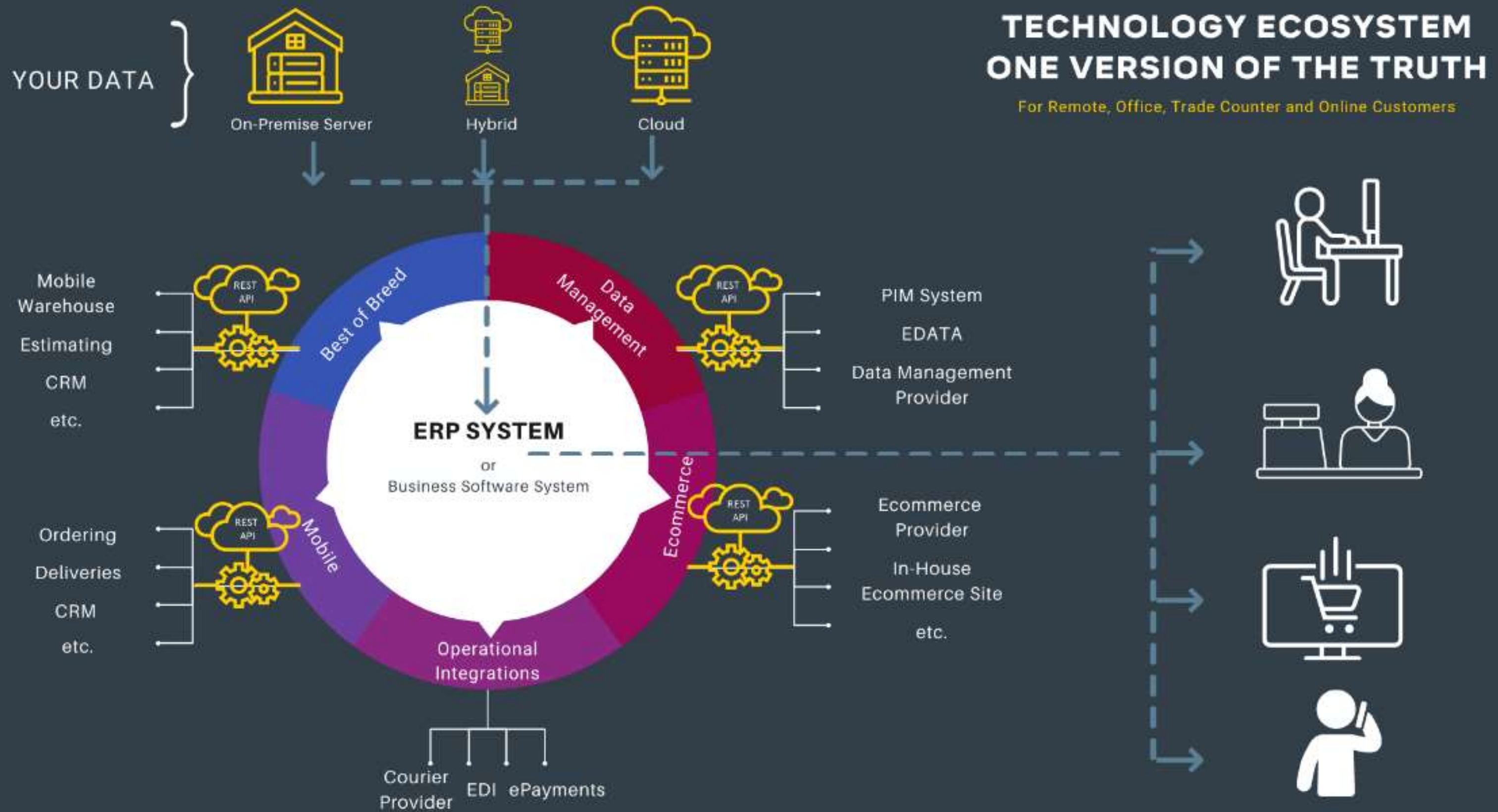
## Rules, Processes & Controls

**Objective:** You shouldn't need to be in the business to ensure it is running the way you want it to. It's about ensuring you stay in control in a way that does not negatively impact customer relations or staff morale

1. Start with good data
2. Have you got the right metrics, processes and controls?
3. Embed your controls using technology to embed new norms
4. You can flex – nothing set in stone – user friendly nature of modern software



# ERP...Everywhere Resource Planning



# THANK YOU & QUESTIONS

For more information

