



## Social Club Books

### ABOUT SOCIAL CLUB BOOKS PTY LTD

Social Club Books Pty Ltd (SCB) is Australia's longest established display marketer of books, cards and giftware.

Established in Melbourne in 1983, Social Club Books has grown to become a national organization with a network of independent distributors calling on schools, businesses and commercial organizations. They also provide a point of sale retail environment for "shop 'til you drop" bus tours and walk in trade.

From this foundation they added the mail order catalogue and on-line ordering service. Unlike other on-line booksellers their prices are unbelievably low, up to 75% below the recommended retail price.

Social Club Books on-line is an extension of the existing business where customers are able to access the full range of product in a fuss-free, secure environment.

They offer an extensive list of over 1500 titles including specially selected bestsellers to suit all tastes and budgets, including novels, children's books, cookery, gardening, health and many more.

### INDUSTRY

Books, Cards & Giftware distribution

### CHALLENGE

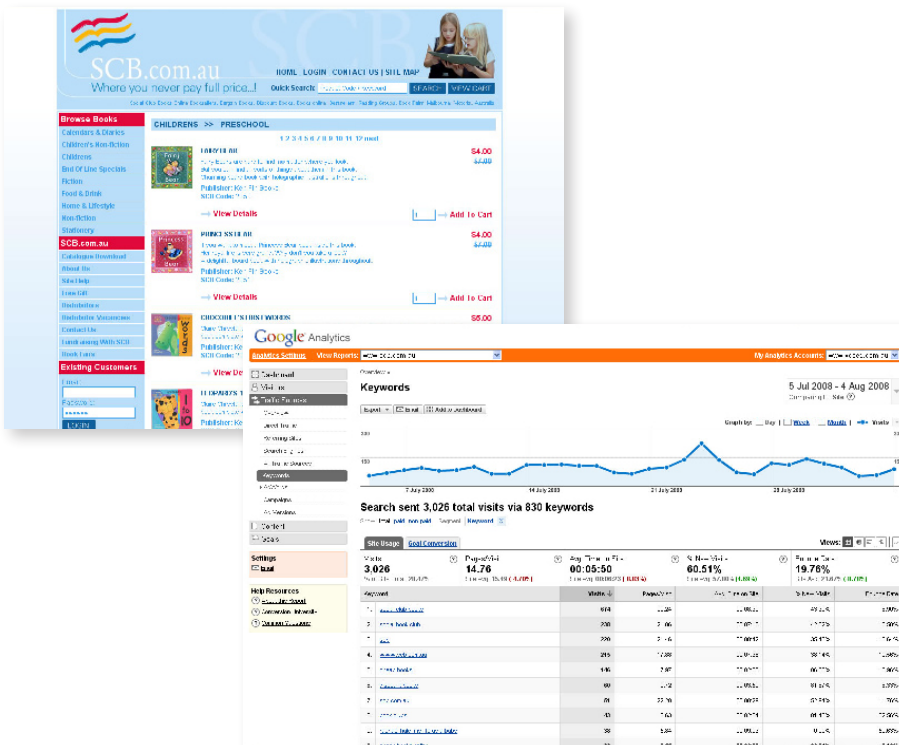
Reduce overheads, increase sales, improve service levels and increase profitability through integration of ERP & online ordering processes.

### SOLUTION

Implementation of an integrated E-commerce (ClearConnect) & ERP solution (AusVantage) managed by Uniware.

### RESULTS

- Increased business to consumer sales via integrated e-Marketing system & improved search engine optimisation.
- New online customers have grown by 33%
- Significant reduction in overheads
- Significant reduction in order fulfilment lead times
- Overall improvement in process efficiency and profitability





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### THE CHALLENGES FOR SOCIAL CLUB BOOKS

In an increasingly competitive market with margins continuing to be squeezed, Mr Ken Finlayson Managing Director of Social Club Books Pty Ltd was challenged to find ways to increase sales and profitability whilst keeping capital expenditure under tight control.

The removal of duplication of effort and creation of a consistent single set of data presented an opportunity to make considerable savings for the business.

The ever increasing costs of producing paper based catalogues and presenting purchasing opportunities to new customers was an obstacle to both business growth and implementation of new marketing opportunities.

The challenge for SCB was to find an inexpensive way to increase market share and at the same time to reduce overheads.

### BACKGROUND TO I.T. SYSTEMS

SCB had been operating separate ERP and WEB ordering systems with different providers for some time. This led to enormous inefficiency and lost opportunities due to the complexities involved in running disparate systems.

Product management was time consuming and prone to error due to manual addition of new product to both the ERP and WEB ordering Systems. Simple things like the change of selling price or set up of promotions created a duplication of process and the subsequent management of data errors caused significant pain. In a business reliant on the introduction of new product for ongoing business success this situation required a remedy.

With the systems not communicating with each other, the receipt of a sales order into the WEB system then required manual intervention to print the order, input the order to the ERP system and manually process the payment before fulfilment could commence. With the average order containing 5 line items and a total value of \$75.00 this process was not making the required contribution to profit.

The existing web-site provider had not configured the site to capture appropriate data in the right format to enhance opportunities for continued clever e-marketing. Indeed following successful exposure to Television Marketing, the site was known to crash and lost opportunity followed.

The existing ERP suite whilst well supported was configured to handle the network of independent distributors and retail business effectively but had not been engineered to hold all the information relevant to an on-line web ordering and e-marketing strategy.

The choices for SCB were: to invest significant expenditure modifying the existing ERP and WEB systems and then look to somehow synchronise Data exchange between the two or: install a fully integrated solution with a proven and reliable partner who understood the business and had the skills and real time on-line solutions available at an affordable price.

### VALUE

“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

*“E-business with Uniware has been simple and straight forward, creating significant return on investment...”*

Ken Finlayson  
Managing Director



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### REALISING THE OPPORTUNITIES

Following an evaluation of offerings from the incumbent suppliers, Ken Finlayson and the Management team chose to implement Uniware Pty Ltd's **AusVantage ERP** solution & **ClearConnect** e-commerce engine, combined with an e-marketing strategy conceived with Uniware's Xceed Web Design and e-marketing team.

The project team consisting of SCB and Uniware staff, immediately went into action. Key to the implementation was conversion and cleansing of Product Data from the existing Web-site into the AusVantage ERP system operating on IBM's Unidata Database Management Software. The ongoing maintenance and update of data from that point would then be centralised without duplication of effort.

The redevelopment of the On-line shop to enhance buyer experience, search engine ranking and e-marketing opportunity was critical to the ongoing success of the business.

*"The design elements to make the site contemporary, easy to use with a secure on-line payment gateway had to be of the highest standard... the new site enables SCB with enhanced integration & real-time data processing, reducing administrative effort"*

Will Oldmeadow  
Senior Web consultant Uniware-Xceed Group.

### SOCIAL CLUB BOOKS TODAY AND TOMORROW

**Today:** SCB is enjoying the benefits of a fully integrated system. The removal of double handling of product data and manual processing of sales orders realised a **complete return on investment** within 12 months. **New on-line** customers have grown by 33% since commencement of the integrated on-line shop. Over 34% of visitors to the on-line shop arrive from search engines, 17% are from inbound links and the remainder from email and catalogue marketing. Targeted email campaigns to over 24000 satisfied on-line shoppers continue to grow sales revenue.

**Tomorrow:** SCB faces the challenge of continuing to expand its product range and diversity to drive sales and profitability to new records. The systems and efficient processes are now in place to allow SCB to use its creativity and energy to focus on expanding the business in the knowledge that it can continue to grow without increasing costs.

*"The integration of the on-line shop with the Ausvantage ERP system has meant we have not had the need to employ casual staff for data entry and our permanent staff can now focus on expanding the business. Our peak periods now pass without the pain we had in the past"*

Ken Finlayson  
Managing Director

#### AusVantage - Empowering Social Club Books!

AusVantage offers the following modules:

- General Ledger
- Creditors/Debtors
- Asset/ Lease Register
- Payroll/ HR
- Business Intelligence
  
- Inventory Control
- Warehouse Management
- Bills of Materials/ Job Costing
- Importing
- Purchasing
- Order Processing
- Invoicing
  
- Point of Sale
- CRM
- Quotations
- Telesales
- Ecommerce- Clear Connect
- Service Management
- Hire/ Rental Management
- Project Costing
- Sales Analysis

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