

Leading Franchise Groups Improve Operational Performance and Reduce IT Costs with Micronet's Franchise Solution

case study

Franchising is amongst the most progressive and dynamic business sectors in the Australian economy. With overall business growth slowing, the franchising sector continues to be in a growth phase, achieving 14.6% growth between 2006 and 2008*.

As a leading solutions provider to many of Australia's most successful franchise groups, Micronet has provided tailored and proven business solutions to help rapidly expand franchise networks and achieve higher levels of operational performance.

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Micronet's Franchise Solution was first deployed in 2000, providing a customised distribution, financial, supply chain management platform for Amber Group Australia Limited. Continued development and investment has seen the solution adopted by many leading franchise groups including Pirtek Fluid Systems, Wild Cards & Gifts, SE Timber, Bedshed and The Complete Garden.

"Micronet is an integral part of our value proposition and our relationship continues to grow as we rely on them for strategic marketplace advantage."



Stephen Dutton, General Manager
Pirtek Fluid Systems Pty Ltd

KEY BENEFITS

- Fully integrated business system
- Complete visibility across the supply chain
- Automation of all transaction processes
- Rapid and cost-effective deployment
- No up-front IT costs for franchisees
- Robust, 24/7 system management

The Micronet Team

Micronet's dedicated team of franchise specialists assist franchise groups to grow, manage and improve franchise systems throughout all stages of the business lifecycle.

Working directly with franchising businesses, Micronet's specialists offer expertise gained across many different industry segments and from a large range of business process engagements.

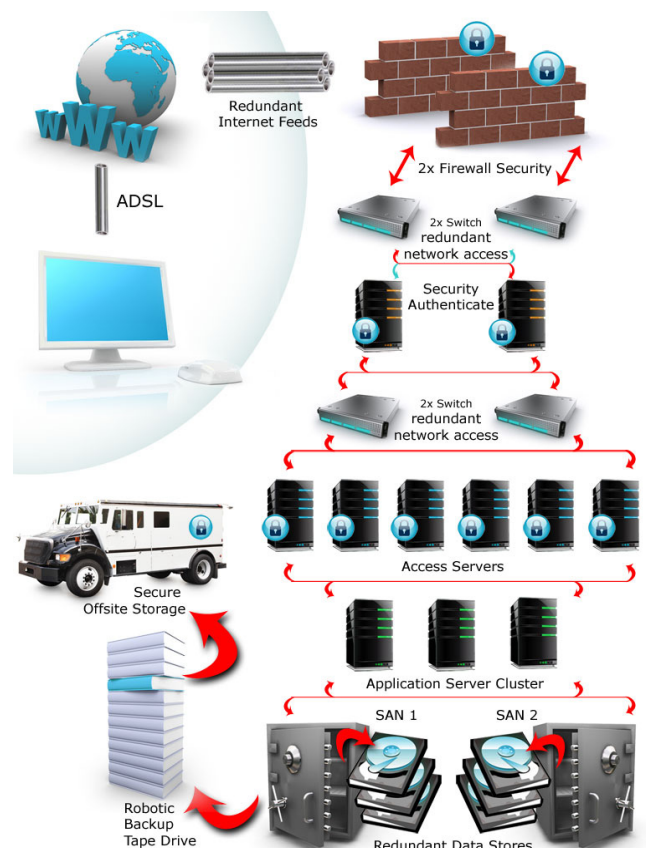
Their ability to identify and understand the differing requirements within a franchise network is key to deployment success. Micronet's consultants readily align and incorporate the strategic business needs of the franchisor, with the day to day functional needs of franchise business owners.

"The Micronet System has created for the Amber Tiles Group a significant strategic and competitive advantage."



John Schrooten, Old State Manager
Amber Group Australia Ltd

Diagram of the Micronet Hosted Model



The Micronet Approach

By working inside your business, Micronet closely aligns and optimises the franchise solution to your unique business processes and industry characteristics.

This direct Micronet relationship, combined with a fully tailored approach to software development means the Micronet solution closely mirrors the “go-to-market” strategy of each franchise group, delivering greater market differentiation and competitive advantage.

Micronet Franchising Solution

The Micronet Franchise Solution is specially configured to suit the needs of today’s franchise operations. Delivering greater business control and improved profitability the solution integrates disparate business systems and streamlines manual business processes throughout the franchise network.

With a vision to continually innovate, Micronet’s regular feature enhancements and ongoing product development guarantee initial investments deliver future value and keep pace with longer term business needs.

“Micronet’s consultants have demonstrated a preparedness to understand our business and customise the solution to suit our business model.”

*Cameron Fraser, General Manager,
The Complete Garden*



The Micronet Franchise Solution is a complete business and IT platform including:

Micronet Advantage Software Suite - a seamless software trading platform providing transactional, data and supply chain efficiencies to franchise groups. The solution incorporates accounting, inventory and warehousing management, point of sale and business reporting functionality into one integrated software suite.

Delivered via a SaaS environment, Micronet’s software includes tools to fully manage electronic trading between related business partners, centralised inventory and pricing databases, centralised data warehousing and business analytics tools.

Hosted Infrastructure and System Management- Micronet’s service provider, Macquarie Telecom, is a leader in business hosting of mission critical applications. Using Australia’s most highly certified people, processes and infrastructure their focus is on providing secure, scalable, high availability, fully-managed services.

Support and Service – A team of support consultants take the pain out of supporting your franchise network by offering live helpdesk support, online webinar training, access to training room facilities, bookkeeping assistance and a team of Microsoft certified engineers for local and remote support requirements.

“With an ever growing franchise network and a continued requirement to stay ahead of the game, Micronet provides a fully hosted ERP solution providing the stability, reliability, and scalability that we require.”

*Jason Dormor, Chief Information Officer,
Pirtek Fluid Systems Pty Ltd*



Hosted Model - Best Fit for Franchise Groups

Using a hosted, ‘Software as a Service’ (SaaS) model, Micronet enables the rapid and cost-effective deployment of fully integrated business systems to entire franchise networks, for both onsite and remote users.

New franchisees can hit the ground running, with immediate online access to customised business systems without a large, upfront IT investment.

Franchisees no longer need to purchase expensive server equipment or pay for annual software license renewals. All costs are factored into Micronet’s “pay as you go” fixed cost per user/per month pricing.

SLA backed 24/7 access and support for critical business systems, this robust model releases the franchise head office from managing back-office IT operations, ensuring more time is spent servicing customers and planning future growth.

For more information or to arrange an on-site meeting with one of our franchise consultants please contact Micronet on ph 02 9542 2200.