

# Case Study Trademark Mitre 10

## Wanted: Superior Software Support



*“Our old system lacked backup support for both software and hardware. We were reliant on 2 key people, one within our business and one within the software provider’s business. If either or both of these people were unavailable, we were in trouble.”*

Dennis Shepherd, Director, Trademark Mitre 10



### Background

Trademark Mitre 10 was established in 1989 on the north coast of NSW.

In 1994 Dennis Shepherd joined Trademark Mitre 10, becoming one third of the Trademark Partnership.

### Challenges

Dennis is a progressive retailer and realised early on that his business needed to be automated, which he did over 14 years ago. Being progressive, however, he realised that his original system was not keeping up to speed with technology and that the company provided very little support.

Dennis was heavily relied upon when the system ran into trouble due to the provider having an inefficient and ill-equipped support service. If Dennis was not in the store and issues arose, the store was in trouble, the support just wasn't available.

As a result, Dennis was looking for a system that didn't rely on him and provided an un-interrupted and high quality support service.

### Solution

In terms of choosing a good software program, it was simple:

*“Optemizer is widely used within our industry and it is updated regularly to keep pace with advancing technology.”*

Regardless of how good a POS product is, its value is vastly undermined if there isn't high quality support easily available to assist in using it. Dennis evaluated Pacsoft's staff and services and came to the conclusion that they were more than capable of providing what he needed to support his installation:

- Large knowledgeable staff
- A staff with long tenure at the company, with experience to match
- Redundant skill sets, meaning help could come from anyone on the staff
- Timing: The Help Desk was available for assistance at any time of day and day of the week

The results of Dennis' choice: *“Pacsoft's service is excellent; it has completely fulfilled one of our main criteria for changing software systems”*

However, the service was not the only improvement Dennis is experiencing.

The system not only provided the support Dennis was seeking, but also improvements in the daily running of his business:

- Trademark's Cash Flow has increased

Pacsoft	16 Users
Location	Port Macquarie, NSW
Implemented	2011
Ph Number	+61 2 6581 2777

### Result Summary

- Debtor Days decreased - 38 days to 33 days
- End of Month is performed in 30 mins not 2 hours
- Decrease in Balancing Errors

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*"Pacsoft and their Support Staff take the worry out of IT."*

Dennis Shepherd, Director, Trademark Mitre 10



- Account holders are now paying their bills a lot quicker due to PDF Mail, and Debtor Days have reduced from 38 days to 33 days
- There are now less balancing errors due to Integrated EFTPOS
- End of Month and End of Year are completed in half an hour. Unlike with the previous system it would take 2 to 3 hours to complete
- Dennis says Optemizer has provided them with the tools that have enabled them to increase their efficiency, and envision a bright future using SciBuy

Dennis understands his customer and believes, *"The installation of Optemizer has demonstrated to our customers that we are a progressive company prepared to invest in keeping up with technology. E.g. PC EFTPOS, PDF Mail, etc. In our market this has put us ahead of our competitors."*

## About Pacsoft

Since 1984 Pacsoft has helped hundreds of businesses worldwide get control of their inventory issues. Pacsoft takes great pride in ensuring complete customer satisfaction by providing the highest level of professional service and a highly effective inventory management solution.

**We make Our Customers Money by Improving their Efficiency and Profit**

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