

## **BAYSET CASE STUDY – Alchemex with Ostendo**

Bayset is an energetic, Australian owned family business supplying products and hardware to the waterproofing, concrete repair, specialised coatings, acoustic, and flooring industries. It operates 5 branches across South East Queensland and has a customer base that extends to NSW and the Northern Territory.

Carrying a large range of products, Bayset manage their inventory very closely to ensure that they have the required levels of stock, and also that the stock is in the correct locations. The nature of the business results in their customers purchasing similar products on a regular basis and this sales pattern requires close management.

Says Brad Stevens, Managing Director of Bayset, "Our customers are everything to us and we will do what is necessary to ensure that they are looked after and have the best supply of top quality product available. We need to know what they are buying, when they are buying it, and if they are not buying it, why not".

Bayset use MYOB AccountRight Premier, together with Ostendo from Development-X to manage their business. "Bayset needed unique analysis done on their business to ensure that their Business Intelligence was highlighting the correct trends. Alchemex with its ability to extract data from MYOB and Ostendo into one report, and the use of the Microsoft Excel front end, was a perfect fit" says Brian Meth of Gumboot Solutions. Acting on this advice from their Ostendo Business Partner, Gumboot Solutions, Bayset chose Alchemex as their preferred BI analysis tool.

Bayset had three particular areas that they wished to analyse:

### **Problem 1**

The purchasing patterns of customers at Bayset are predictable on a monthly basis and Brad Stevens would like to know which customers had not purchased from them for a defined period.

### **Solution**

Using Alchemex and extracting purchase history, customers who had purchased in a defined period were then excluded with a sub query report. Being able to vary the period of inactivity, allowed the purchase patterns to be varied for different analysis.

### **Problem 2**

Extensive monthly reporting for management purposes required manual manipulation of data to present the pack to the board. This took time that could be used far more productively in Bayset.

### **Solution**

Using Alchemex's Management Pack to produce their monthly Management Accounts, allowed Bayset to run their pack as and when required and relieved the problem of being reliant on the accountant to produce the pack. This saved many hours previously wasted working manually in Excel.

### **Problem 3**

Inventory Management is fundamental to success at Bayset. Understanding the trends with their inventory particularly items being held in stock but not selling and the behaviour patterns of inventory across customers, product lines, and Bayset branches were considered crucial.

### **Solution**

A dormant inventory report, or slow moving stock analysis report now gives Bayset the ability to see the trends within their different stock lines, and also the cost of the “stagnant inventory” and its impact on the business. This now assists decision making and helps in the management of the inventory.

The final Inventory report, the Inventory Turn Report has been produced in an Excel pivot table which gives Bayset the ability to analyse inventory by supplier, item category (line), and Branch or any combination required.

These two inventory reports paint a picture for Bayset as to what the fundamental trends are within their business. “Alchemex has given us the ability to quickly identify and easily react to buying trends within our business and this is invaluable. I can run these reports from my desktop at the click of a button when I need them and forward the findings to Sales for Implementation!” says Brad Stevens.

### **For More Information on Alechemex please contact**

Alechemex

PO Box 16, Oatlands

Sydney NSW 2117

Australia

Phone: +61 2 9890 2339 Fax: +61 2 9890 4649 Mobile: +61 400 282 734

Email: [chris@alchemex.com.au](mailto:chris@alchemex.com.au) Skype: christopher.millar

Contact: Mr Chris Millar

or

### **For More Information on Ostendo please contact**

Gumboot Solutions

6 Watts Drive

Varsity Lakes, Robina

Gold Coast QLD 4227, Australia

Phone: +61 1300 814 268 Fax: +61 7 5657 7027 Mobile: +61 414 814 268

Email: [bsm@gumboot.com.au](mailto:bsm@gumboot.com.au) Web: [www.gumboot.com.au](http://www.gumboot.com.au) Skype: bsmgum

Contact: Brian Meth