



LeadtecTM

InTouch - The Perfect Solution for Small Traders

SM Brands is one of Australia's leading suppliers of sporting and leisure goods. The company supplies a large range of sporting equipment, apparel and footwear to major retailers such as Rebel Sport, Amart All Sports and Harris Scarfe.

As a small trader, SM Brands was under pressure from the big retailers to provide Purchase Order Acknowledgements (POAs) and Advanced Shipping Notices (ASNs) as part of their requirements towards EDI compliance. However, the ERP system they were using was not capable of this.

To help meet the requirements of the big retailers, and to avoid being fined, SM Brands decided to implement Leadtec's low-cost but highly efficient system - InTouch.

Under tight timelines, Leadtec integrated SM Brand's existing ERP system with InTouch. The new system provides SM Brands with access to the InTouch platform and a mailbox that allows for the sending and

receiving of POAs and ASNs.

InTouch allows the company to download all electronic orders from Harris Scarfe and Rebel Sport. SM Brands then replies with a POA and sends an ASN back to the retailer to advise them of the carton contents, all via Leadtec's messaging platform.

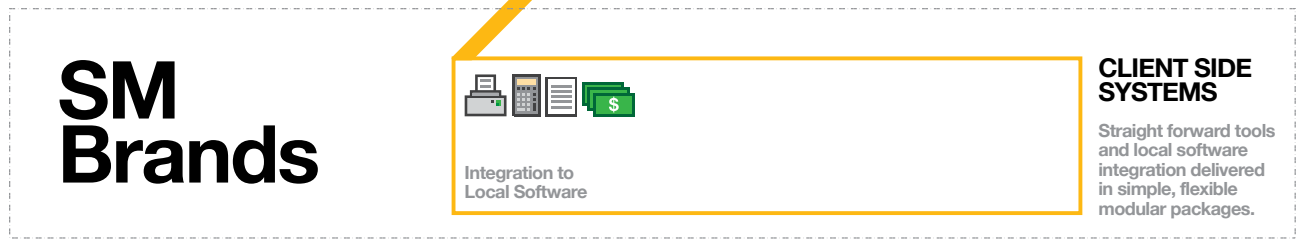
Rowland Kubale, Systems Administrator, SM Brands, says, "Leadtec's InTouch is the perfect solution for a small trader like us. It not only helps us satisfy the requirements of our bigger clients, but also improves the timeliness and accuracy of our own systems. With InTouch, we can now process purchase orders in three hours as opposed to two weeks. It also gives us more detailed and accurate order information, reducing the errors that often come with manual order processing.

One important consideration for SM Brands was a system that provided value for money.

"As a small trader, cost was a concern for us," says

Case Study: SM Brands

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Leadtec’s Managing Director, Scott Needham says, “The great thing about InTouch is that it can be tailored to any company, big or small. In this case, it has provided an excellent solution to a pressing problem, and given SM Brands an efficient and accurate system within budget.”