

AMARCO Enterprises turns to Phocas to empower remote sales team with data.



Australian importer and distributor of 120+ DMK skin products saves time and money by integrating MYOB EXO ERP with flexible and accessible Phocas BI

AMARCO Enterprises is an Australia-based importer and distributor of **Danné Montague-King (DMK)** skincare products.

The 17-year old company has 38 people, including several remote account managers that support cosmetic clinics in Australia, New Zealand and Vietnam.

Client [Danné Montague King](#)

Industry Consumer goods / Skincare

HQ Location Sydney, NSW

ERP System MYOB EXO

The challenge

Reporting system limited by accessibility and flexibility.

For several years, AMARCO has used the MYOB EXO finance and business management system supported by Kilimanjaro Consulting. For business reporting, AMARCO used Live Reporting, which was deployed to provide sales data for internal operations and account managers supporting clinics across the region.

But AMARCO outgrew this solution as it worked to untether data to its account managers working remotely on their laptops and mobile devices.

“In addition to needing mobile data access, we sought a solution that would allow us to **independently make variations to reports**, saving us time and money.”

Gary Dillon, operations manager for AMARCO.

The solution

Phocas offers data on the fly.

AMARCO's IT team tried to make Live Reporting work, but in the end, the company decided to find another business intelligence tool. Kilimanjaro recommended Phocas.

“After a quick trial, we knew we had found our BI solution,” said Dillon. **“Phocas is brilliant and takes advantage of all the latest technology.** It is browser-based and integrated seamlessly with our Exo system. We can quickly set up templates, and our data is available on the fly. It is exactly what we needed for our account managers on the road.”

AMARCO completed implementation in July 2016, and currently has 10 users, with much of the reporting directed from the home office.

“Many of our account managers want the same reports, so we quickly develop the templates in Phocas and regularly push them out to our sales team. **Phocas allows us to manage access to the reports by role and territory,** so our account managers only see the data that is important to them and their customers.”

Darcy Rankine, sales support coordinator at AMARCO Enterprises.

Eddie Garcia, finance manager at AMARCO Enterprises continued, “Access to data is so simple for our account teams, and they are now getting the information they need to help their customers make the best purchasing decisions. Live Reporting was too structured and rigid. We had one report with bits and pieces added over time. Today, we can build as many templates as we want to give our account teams the information they need to maximize their sales performance.”

Phocas makes sales reporting easy

One of the ways AMARCO is using Phocas' sales reporting function is by developing multi-period reports.

The company offers more than 120 different DMK skincare products, which are divided into eight different groups. AMARCO has created dashboard reports for each of these groups that shows how well the groups are performing over specific periods of time. The account manager can then drill deeper into the data to review individual product transactions.

“We still have a lot to learn about Phocas, but there so many out-of-the-box fields and forms that we are using that have **made sales reporting so much easier for us,**” said Garcia.

SOLUTIONS

Introduced Phocas business intelligence to work seamlessly with MYOB EXO

Presents data from different perspectives without rerunning reports

Drills down from summary reports to detailed information

Information needed to maximize the sales performance

Is user friendly and used with enthusiasm across the business

AMARCO offers its products individually and as retail packs. The packs are more beneficial for the clinics, the end customer and for AMARCO's business. Phocas is tracking sales of individual products and retail packs, which helps account manager identify new sales opportunities with existing clients.

“The biggest difference between Phocas and our previous solution is that there are no restrictions for how many ideas we have or how many reports we can create,” said Rankine. **“Phocas allows us to drill down into the data to reveal what is working and what is not.”**

Darcy Rankine, sales support coordinator at AMARCO Enterprises.

AMARCO making smarter data-driven business decisions

Since going live with Phocas, AMARCO has increased and approved further service work to roll out a second sales database.

The in-house support team continues to set up new accounts and develop new reports and dashboards for its account managers. Phocas' visual dashboards are helping AMARCO to be more responsive internally and to customers while making it easier for AMARCO's remote sales team to quickly review sales data and pull reports for face-to-face meetings.

Rankine noted, “Phocas offers us massive potential to display and report information. If it is on a spreadsheet, Phocas can present it visually in a dashboard. If our account managers need anything from our sales data, we can get it. The flexibility and accessibility of our data allows us to make smarter data-driven business decisions.”

OUTCOMES

New sales opportunities identified by tracking sales of individual products and retail packs

Data accessible anytime, anywhere

Flexibility to pull reports for face-to-face meetings

Smarter data-driven business decisions

“**We love Phocas.** When anyone asks us for information, my first thought is, ‘Can I use Phocas for that query?’ Any opportunity we have to use Phocas, we do!”

Eddie Garcia, finance manager at AMARCO Enterprises.