INN⦾VENTCRM
Making every connection count

Prepared STM Bags for Global Success

The Client

In 1998, Bondi resident Ethan Nyholm came up with a business idea that would launch a globally successful company.

The idea itself was simple. Unimpressed with the homogenous sea of black laptop bags available, all screaming 'I work for the man;' and tired of bubble wrapping his laptop for carrying in a hiking bag - Ethan decided to bring some style to the laptop bag market. And so STM Bags was born.

Ethan and his co-founder, Adina Jacobs, started small, designing and manufacturing bags from Ethan's garage – using an MYOB software system for accounting, invoicing and reporting needs. The market response was strong and the business quickly expanded operations. Today STM has offices in Australia, the UK, the US and China, and has an impressive list of clients, including major department stores across the globe. The product range has expanded significantly (and now includes smartphone and tablet cases), but the goal remains the same: to stylishly protect your digital cargo.

InnoventCRM came on board as STM's business systems partner in 2009 and has played an important role in helping this great Aussie business to thrive on the world stage.

Business Challenges

The challenges for STM were twofold:

- **Firstly,** STM needed to maintain data integrity as the business grew, and find a way to unlock and integrate the wealth of data held in the MYOB system, as well as adding value to customer relationships.

- **Secondly,** STM needed to ensure that their systems were efficient and dynamic, to prepare for global expansion and to ensure that this growth was sustainable.

Ethan explained:

"We had a wealth of intelligence about our clients in our MYOB system, but we wanted to find a way to use this information in a way that added value to the customer relationship, above and beyond just invoicing and accounting."

"Before we started working with InnoventCRM it was very difficult for us to predict stock levels. With global distribution, costs of transporting stock can be prohibitive. We wanted to find a way to manage inventory efficiently, to ensure that we could scale our business activities."

◆ SUGARCRM

PARTNER

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The Solution: SugarCRM and an InnoventCRM customised software solution

InnoventCRM partnered with STM to implement SugarCRM, as well as create and implement a customised software solution. SugarCRM allowed STM to use the MYOB information in a meaningful way – to add value to customer relationships. It gave visibility to the data, and meant that the accounting system and sales and service system spoke to each other.

It allowed marketing activities – such as EDMs – to be automated and tiered. It allowed tailored visibility depending on the region and seniority of the staff member, to ensure that the right staff member was viewing the right information, at the right time.

This meant that when a sales rep logged into the system, they were able to see the entire account history of a client: previous interactions with the business, service preferences, billing, product needs and more... This meant staff had all of the information they needed, whereas prior to the integration, a lot of critical information was locked away in MYOB, and could not be easily accessed. InnoventCRM also developed customised software that provides sophisticated predictive analysis for inventory. The software draws data from all systems to provide reliable predictions for inventory levels and regional trends.

Business Benefits

SugarCRM arms the STM sales force with the best information, allowing them to deliver the best possible service. It allows different departments of the business to communicate efficiently, reducing costs and encouraging collaboration.

"The great thing about the InnoventCRM and SugarCRM software systems is that it allows everyone in our business to work from "one truth" – meaning we are all on the same page, at the same time, working towards the same goal, which is ultimately delivering a quality product and unbeatable customer service." The customised software solutions provides predictions that STM had never known possible, and this ensures that stock levels are always optimal, right across the globe. This has seen the reduction of opportunity costs, right across the board. It has also reduced freight costs significantly: "this software has reduced our freight costs by approximately 20%. The way the software dices data is just incredible. It is reliable and has been a key factor in supporting our growth."

STM speak very highly of the customer service and value offered by InnoventCRM. "InnoventCRM offer a very well priced product and service." It's a one-to-one relationship, we are given ongoing training, and we can always rely on InnoventCRM to go above and beyond to create ways to improve our profitability."