

Spec Tiles

Tile Importer

Company Profile

Since starting in 1995, Spec Tiles has established itself as one of South Africa's leading suppliers of premium imported porcelain and ceramic tiles. Sourcing and supplying only the finest range of tiles from Italy, Spain, Brazil and China, their network of tile manufacturers provides clients with access to the latest models. Spec Tiles is a proven innovative market leader, delivering personal service based on the philosophy of project rather than product at all their six nationwide stores.

Looking for a scalable and flexible system

According to Darius Rhoda, the Financial Manager of Spec Tiles, the biggest motivator for changing their business system was the growth of the business. "We have been increasing our turnover by almost 100% year on year. Obviously that was an indication that we needed to have proper routines and controls in place. So we started looking for a system flexible enough to cater for our needs regarding growth and geographical expansion," Rhoda says.

Spec Tiles previously used a local South African software for accounting, but the stock management functionality did not cater for Spec Tiles' specific requirements. This made day-to-day operations somewhat difficult, as Spec Tiles operates their stock on a national basis. "We used to have offices only in Cape Town, Pretoria and Johannesburg. Now we have an additional branch in Tygervalley, Cape Town as well as franchise stores in East London, Port Elizabeth, Fourways, George, Durban, Bloemfontein and Namibia. As a result of this growth, we needed to connect all the branches and give salespeople and franchise outlets the possibility to check stock levels from whichever office they were at and thus be able to sell confidently to the clients," Mr. Rhoda explains. "We looked at four systems and saw that HansaWorld was more cost-effective and user-friendly than the other systems being considered."

Making use of HansaWorld's Wide Area Networking capabilities

Spec Tiles went live with their system 1st February 2005, using HansaWorld Enterprise for accounts, logistics, purchase orders, quotations, pricing, limited access, CRM, group calendar and task manager. With one additional company and 22 additional mailboxes, they have a total of 47 people using the system.



The most significant HansaWorld feature which Spec Tiles have benefited from is the wide area networking and the handling of multiple locations. "We were looking for a solution that would support our multi-location setup and are happy to state that now, with HansaWorld, our salesmen, at any of our nationwide stores, have on-line access to stock information. I believe this will give a further boost to the already fast growth of our company and I can say that the system has really (grammatical adjustments) added value to the business," Rhoda declares.

Looking back at the implementation, Rhoda stresses the importance of initial analysis and training. "I feel that our employees are getting used to the system and everything is running more smoothly. However, I'm sure the introduction process would have been quicker and more accurate, if we, and the consultants, had devoted more time to user education at the initial stages," he says. With most teething problems having been overcome, Spec Tiles is turning its attention to wireless connection in their warehouses. By upgrading to version 5.0 they hope to improve this process.

Future Plans

In the next few months Spec Tiles will be switching to using their own warehouses as opposed to renting. This will change some work processes and allow them to start using more of the functionality available in the HansaWorld Stock module. While growing in size, Spec Tiles is also widening their focus, changing from being mainly a wholesaler to increasing their retail operations. "We will be opening more of our own branches soon and we are definitely happy to have a solution that can cater for a changing environment," Darius Rhoda explains.