



A "Quick Start" for BustQue

More than just a connection

"We reviewed our business needs, including kitting, distribution, sales, planning, purchasing, inventory and accounting. We soon realised that we needed more comprehensive software, with tighter controls. We looked at a number of different packages and made the decision to go with Embrace QuickStart, as it was the best fit for our business," said Riaz Choonara, Managing Member of Bustque.

BustQue is a leading supplier of all networking equipment, networking cables as well as peripheral goods.

Cut Costs, Increase Efficiency and Boost Customer Satisfaction

Having embraced change, BustQue are already enjoying the significant benefits of the system. ***"We are far more efficient and can focus all our efforts on sales and customer service. Based on the accurate information I receive from Embrace, I am making informed decisions and initiating big changes in the business. Our Embrace Business Solution will have paid for itself by the end of this year."*** - Riaz Choonara, Managing Member of Bustque.

According to Jasmin Schachtebeck – Financial and Buying Manager,

*"Our previous system did not give us the controls we needed and we were losing a lot of money! Products were being sold below margin, or even below cost and customers were exceeding their credit limits. Our Embrace software prevents this from happening as authorisation is required when customers reach or exceed credit limits or when a product is about to be sold below margin or cost. **With Embrace, there is less exposure and less risk. Our administration tasks have decreased by 50%."***

Rapid Return on Investment

"Embrace gives us full stock visibility and control," added Riaz. *"For the first time, we can see at a glance, exactly what we have in stock and who booked it in. **Shrinkage has reduced from 20% to 0%!***

*We procure bulk stock and then top up. We have stock sitting on the shelf for 2-3 months, costing the business a lot of money. **Based on information received from Embrace, we have been able to reduce our stock holding by at least 25%!***

"A small customisation is currently being implemented that will make us even more efficient, and give us a compelling, competitive edge," continues Riaz. *"We buy and sell cable in drum lengths. Embrace tells us exactly what lengths are on which drums and checks availability and quantity as well as the makeup of the reel sizes. Previously we had to physically, go into the warehouse to check, do the necessary calculations and hours later call the customer back. Now, we can answer the query immediately as the information displays on the screen."*

"Since implementing Embrace, we have recorded some interesting facts to give a clear view of its significant benefits and Return on Investment." - Riaz Choonara, Managing Member of Bustque.

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The Embrace QuickStart solution for BustQue was implemented in just one week!

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Our Embrace Business Solution will have paid for itself by the end of this year."

Riaz Choonara
Managing Member
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