



## Reckon software combo helps keep computer reseller in touch with consumers



### The company:

When director Gordon Harris says for him to succeed in business it is vital to distinguish his business from the competitors, he means it.

Australian Computer Resellers is one of 23 computer retailers in and around the Perth suburb of Cannington in which the company is based. Whilst Australian Computer Resellers doesn't have the national footprint of the major electrical retail chains, Harris has built the business on personal service, know-how and not treating customers as if they're just another account number.

"We're one of the only small independent firms [in the area] and if you want to survive you've got to have a good point of service," he says.

Australian Computer Resellers is a full-service computer store. It's been selling new, used, and refurbished computers and accessories since 1993. The company complements its business with troubleshooting, data backup services, repairs, reinstallations, web site hosting and training, amongst others, most notably consulting services.

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**Gordon Harris,**  
Australian Computer Resellers

### The challenge:

Harris, who is an accountant by trade, and his wife, Beth, a former award-winning business coach and consultant, have successfully united the company's product offerings with accounting software consulting in a way the larger retailers can't.

Australian Computer Resellers is well versed at customising software packages to fit the specific needs of its clients, many, but not all of which are small businesses. This portion of the business, Harris says, now accounts for about 40 per cent of its revenue.

### The solution:

The increasing diversification of the company's operations, has it relying on a combination of Reckon software – Retail Point of Sale and the new QuickBooks Premier QB<sup>i</sup> series – to track sales, manage inventory, process transactions, and manage the service department.

“It is an excellent platform for us to sell products,” says Harris, “and linking POS to QuickBooks gives me complete control of the business.”

Australian Computer Resellers has integrated Reckon's Retail POS into QuickBooks enabling Harris, at the close of business each day, to see exactly what products have been sold. The ability to link his accounting software to other programmes in this fashion is a significant benefit to streamlining the company's operations.

It all helps reduce the amount of time balancing the books, enabling staff to spend more time with a customer base whose needs are broadening while their understanding may not be.

Harris notes that while just about every customer has a slightly different need, the underlying trend today is compliance. Increasingly complex ATO regulations have confused many and while most don't necessarily want to understand their obligations, they just want the confidence that “everything is set up right” for compliance.

QuickBooks, he notes, fits the bill with its Chart of Accounts, Bank Reconciliations and other reporting and financial management tools. As such, Australian Computer Resellers' staff make sure each software package that leaves the store does exactly what its new owner expects.

“We're trying to make this a one-stop shop,” he notes, adding another important aspect of the company's business is its ability to recommend not only what is the best product and service for the job but also what is best for the customer's wallet.

Harris' firm turns over plenty of used and refurbished computers, computers that are purchased in bulk from local schools and government departments. These units are touched up, and if necessary, repaired, then sold for

as little as \$299. Each package also comes with various warranty and support entitlements giving the consumer complete confidence that not only are they purchasing an efficient and reliable computer but also the confidence that should they have compliments, complaints or questions, Australian Computer Resellers is there to help.

And that, Harris adds, is something you can't always expect from his larger computer chain store competitors.

For further information about this case study, contact [customerservice@reckon.com.au](mailto:customerservice@reckon.com.au) or 1300 784 253