

# Case Study

## Ruben's Joinery

### About Ruben's Joinery

<http://www.rubensjoinery.co.nz/>



Ruben's Joinery is a small joinery about 25 Kilometre south-west of Christchurch, with 3 – 5 staff members.

It produces doors, windows, stairs, balustrades and any other kind of specialised joinery on demand.

The service area is mid-Canterbury, covering Christchurch, Rolleston, Springston, Lincoln, Leeston, Darfield, Dunsandal and Burnham.

Ruben is a person that likes to have his business organised and running smoothly, knowing where he is heading and take preventive actions if things tend to go in a wrong direction.

## Organising the business

As probably many others, Ruben is a handy fellow that can find his way around the computer reasonably well. And as such he has set up different system to manage his work in the business.

Ruben used [Cashbook complete](#) to generate quotes, after that he used a calendar/memo system to be prompted to follow up on quotes and once the job came through, Microsoft Project was used to plan the job.

Next to that there were several other computer programs that Ruben was using to manage the jobs, besides the knowledge in his head about the projects.

All-in-all this went well, as long as he was the only one working in his business.

## The problems start to appear

With adding new staff to his business early 2014, managing jobs became more and more difficult and could easily result in a mess, causing pain for himself and his customers as the planning was not always clear and double booking could not always be avoided.

The main problem that Ruben was facing was that all the different systems were **not linked** together, and therefore there was not a simple overview of a single job possible.

## Looking around for solutions

It is then when Ruben started to look around for solutions that could help him organise his business better.

Soon he realised that there was not a single easy solution that could cover all his needs. As a matter of luck for Ruben, **A Vision** was making calls around Canterbury joineries as recently a solution was put in place for another joinery.

Ruben could straight away see the value of a customised solution and it did not take long for Ruben to decide after having been supplied a proposal.

## The provided solution

The solution which was provided by **A Vision**, built on their modular framework, included a basic CRM system with communication tracking, order workflow (quoting, job sheets and invoicing), has the benefit that it keeps track of all information related to a job, accessible from a single place.

The initial release (Minimum Viable Product) allowed Ruben to start using the system quickly while **A Vision** kept working on improving and expanding the system with job planning, reminders, documents and more.

A major benefit Ruben has mentioned is the use of the [element builder](#) for creating quotes.

## Ongoing developments

While Ruben has now actively been using the system for some time, he realises that it has more potential to grow with his business.

As the business is growing, the need for additional functionality/modules becomes apparent. Now Ruben does not need to pay for another software system, but only for an additional module to be added to the existing system.

Future modules to be added include: Prospects, Suppliers, Purchase orders, Time-sheets and Back costing analysis.

## Summary

Ruben's Joinery has implemented the customised **A Vision** Order Workflow CRM system and has been able to gain better control of their job management.

## Conclusion

### Benefits of customised solutions

Customised solutions might give the impression to increase the costs of a software solution dramatically, the Return On Investment is often shorter than expected.

As the customisation allows to target specific (currently high costs) issues in the business, the cost saving of using a customised solution becomes instantly noticeable.

The client is able to express their specific needs and discuss together with **A Vision** what the best solution might be to tackle a specific problem.

### Benefits of a modular system

A modular system is flexible and adaptable and as such more cost effective.

Only the modules that are required need to be installed (and paid for) and prices can be kept low due to use among a wider client base.

Modules can be customised to the client's specific needs without affecting other modules.

As the business grows and its needs with it, modules can be added to the system (or customised) to accommodate the growth.

## About **A-Vision** Software Solutions

<http://www.a-vision.co.nz/>

**A Vision** Software solutions is a software development company based in Christchurch, New Zealand.

It has a main focus on web based software solutions (that can also be installed on-site at a client's premises), which allows for optimal flexibility and adaptability. It also allows serving clients world-wide.

Over the years, **A Vision** has implemented several software solutions in different industries. This has given them the ability to think along with their clients and find solutions that work.

We see ourself as a partner rather than supplier and value a long trusting relation with our clients.