

# CASE STUDY

CLIENT:	Adam's Pest Control Pty Ltd
INDUSTRY:	Business Services
LOCATION:	Australia & New Zealand
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	BizPro

## Adams Pest Control Pty Ltd (including Peter the Possum Man). Pest control business eradicates errors and increases visibility

### Overview

Adams Pest Control is one of the oldest pest control companies in Australia. Formed in 1944, it now has a staff of more than 90 and includes recognisable brands like Peter the Possum Man.

With over 4,000 clients per month, management is dependent on a high level of visibility over every job in order to properly understand the profitability of the business.

But until recently, that was something they didn't have.

### Bugs in the old system

The organisation was using a DOS-based mainframe system to record sales and process general ledger accounting. It was stable enough, but offered almost no transparency on the business.

"You could never be certain that the values you were looking at were correct," says general manager Peter Taylor.

Report creation was another issue. It just took too long.

"To describe the process as glacial is putting it mildly," says Taylor. "I come from a background of banking and funds management where we wrote our own programs, so you can imagine how hamstrung I felt waiting for someone else to do it."

As is often the case with legacy systems, staff at Adams had become comfortable doing things in a certain way. But there were clear discrepancies between what was being recorded in spreadsheets and what was being billed, according to Taylor.

"When I came on board, I wanted to understand exactly what was going on in the field to see if the business was actually profitable."

That, unfortunately, was too much to ask of the incumbent system.

### A new direction

Taylor already knew a fair bit about moving mainframe systems into a LAN environment. As a project manager for the Commonwealth Bank, he'd done it several times before.

"I knew that was the route we needed to take at Adams. The only question was which system to choose."

Taylor knew SAP would be too expensive – and too constraining. It was his wife, a CPA, who suggested MYOB.

"I fired off a quick email to MYOB outlining our situation and almost immediately got a reply saying

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'we've got a product and we can help you.'

That product was MYOB EXO.

## The right partner

MYOB put Adams in touch with BizPro, a local implementation provider and EXO specialist.

"From the outset," says Taylor, "it was clear that BizPro understood our business. Whenever they came back with a solution, it was spot on with our requirements."

To help BizPro along, Adams detailed their workflows using a document Taylor had put together shortly after joining the company.

"Communications were excellent throughout the process," says Taylor, "and continue to be today. We always get a response quickly".

## Tweaking for better visibility

As part of the implementation, Adams needed as many as 25 custom reports written. One of these was to handle what the company refers to as 'rounds'.

Taylor explains: "Jobs for our Peter the Possum Man business are one-off transactions. But the rest of our revenue comes from rounds, or ongoing contract work. Some clients will be on a 12-month contract, others 36; and we'll visit their premises monthly, quarterly, or however often the contract states.

"Prior to EXO, co-ordinating this work and making sure it was spread evenly amongst staff was very difficult. With the rounds report, we can see exactly who's doing what, and for how long."

There's also a report to help the company keep tabs on the amount of additional work they do for clients.

## Knowing what the client wants and needs

Asked what the most noticeable change has been since installing EXO, Taylor says transparency.

"We've just got a much better view of what each client wants and needs. Nowadays, when we do a service we know what the technician has found,

exactly how much work has been done, and what, if anything, still needs doing.

"It means that instead of waiting for the client to come to us, we can be proactive and take the initiative first. It's not just about profit. It's about improving the customer experience."

Another big plus point with EXO is scalability.

"We've just bought another pest control business and had to bring on more field staff to handle the increased workload. But in the office, staff numbers have remained the same. We've not had to increase our overheads at all. EXO just takes it all in its stride.

"How can you complain at that?" he adds.

Being based on an SQL database means EXO is compatible with other systems - increasing flexibility in the back office.

"We've actually just installed EXO Payroll, so we're now MYOB across the board. But it's good to know that if we needed a third party system, we'd be able to integrate it with EXO," says Taylor.

## Fewer debtors, better value for money

Taylor was asked whether EXO had saved money.

"I suppose because of EXO's scalability, we're saving on not having to employ new staff," he answers. "But what's more noticeable is how much we've been able to reduce our debtors.

"They're probably down 30% on what they used to be, simply because it's so easy to see them in EXO.

"I just go into general ledger and print off two graphs: one for debtors, the other for our bank account. One should be going down; the other should be going up. As long as they're in the right order, I'm happy."

Overall, Taylor says, "[EXO is] ... terrific value for money.

"Obviously I don't want MYOB to go putting up their prices," he jokes, "but as a package, it is very cost effective. And that's something every business wants to hear."



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