



## Allied Mobile

Streamlines Operations and Galvanises Expansion Strategy with Epicor ERP

### Company Facts

- Location: South Africa
- Industry: Communications
- Web site: [www.allied-mobile.com](http://www.allied-mobile.com)

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Ewan McCulloch, General Manager IT | Allied Communications

### Success Highlights

#### Challenges

- Multiple locations
- Integration with an existing system in Zambia
- Standardisation and detailed tracking of transactions

#### Solution

- Epicor ERP

#### Benefits

- Epicor is the core of the business, it controls stock, finance, offers warehouse management capabilities and supports the retail footprint
- Offers end-to-end standardization
- Tracks products by serial number
- Very intuitive and easy to use
- Supports multinational structure with varying language and compliance requirements

Allied Mobile Communications is one of the largest integrated supply chain solution partners supporting operators, service providers, and retailers in Africa. With over 10 years of experience in the telecommunications industry, they are the first and only cellular distributor to offer world class, fully integrated, procurement, stock control, delivery, and reverse logistics systems.

They have developed and perfected their support infrastructure system which is the core of its business and one of the keys to its success. Its footprint spans four continents and 24 countries, and they offer its customers access to the latest mobile phones and cellular related mobile technology services with the added advantage of unsurpassed customer service.

Its solutions are customised to meet the growing demands of both the industry and customers alike. The company supplies top mobile brands to a wide customer base including sectors like network operators, service providers, and retailers.

Allied Mobile is a preferred supplier of handset for Nokia, Samsung, HTC, LG, Sony Ericsson, and many other global cellular product suppliers.

## Grass-root level

Allied Mobile began using parts of the Epicor ERP solution in 2006 to centrally manage their business across multiple geographical locations. They sought the right product at the right price with comprehensive support and functionality.

With continued exponential growth and increased demands from the business environment, eighteen months later they continued to build on the system by adding new modules and functionality: full financials, supply chain management (SCM), sales order management, storefront, customer portals, the Epicor integration platform, point of sale (POS), and business intelligence.

“For the POS installation in Zambia, we took over an existing system and the new system had to be able to integrate with the existing ERP system,” says Ewan McCulloch, general manager IT for Allied Mobile Communications. “Epicor ERP is flexible, scalable and offers a licensing model that we can work with. It tracks anything by serial number, so we can run our business centrally across multiple geographical locations ensuring efficiency and customer satisfaction.”

## Why Epicor and New Era Solutions

“With a business like ours operating across multiple locations, requiring multiple compliances and varying language requirements, making operation intricate and complex, we required a solution and service provider with a proven track record and vast experience. Epicor partner New Era Solutions gained remarkable insight into our business and lead us in the transition to Epicor ERP,” says McCulloch. New Era Solutions is a member of the worldwide Epicor Inspired Partner Network.

“With over 10 years of experience in Epicor solutions and a deep understanding of distribution and manufacturing, we use a tried and tested implementation methodology. This has cemented our exceptional track record of successfully implementing Epicor ERP,” says Stuart Scanlon, sales director for New Era Solutions. “Epicor invests significantly in research and development; they offer cutting-edge technology always a step ahead of their competition. This means that we are able to offer our clients proven, award-winning products to meet their specific business requirements.”

## Big brands require big support

Allied Mobile’s customers have invested heavily in their brands, not only on research and development but on brand development. “The services we offer uphold and mirror these leading brands so we cannot compromise on service levels and efficiency,” adds McCulloch.

A business operating over a multiple locations with highly sought-after products means that intricate management and up-to-the-minute reporting is paramount to the smooth running of operations.

Epicor ERP is the backbone of Allied Mobile’s business. The solution facilitates operations from start to finish with full financials, SCM, sales order management, storefront, customer portals, the Epicor integration platform, POS, and business intelligence.

The system is very intuitive and easy to use which makes it simple for new users to get up to speed and established employees feel comfortable with the system to be able to perform optimally. In an industry where the workforce on the ground is very dynamic this is essential in order to minimise downtime and keep things running at speed.

## End-to-end standardisation

“Epicor ERP gives us end-to-end standardisation. It tracks everything by serial number and gives us an accurate picture of all aspects of our business in real time,” says McCulloch. “Embedded business process management provides the flexibility for us to evolve our business, expand the value chain, grow revenue and drive efficiencies directly to the bottom line.”

## About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit [www.epicor.com](http://www.epicor.com).



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