

Triumph

Business Systems

AGRICULTURE

CLIENT PROFILE

Independent Rural

Independent Rural is a family-owned business that supplies agricultural products to the Midwest region in Western Australia. Owners, Kelly and Andrew Cripps, started Independent Rural when an opportunity arose to create business that had a local focus and a commitment to quality customer service that larger companies in the area were lacking in.

Independent Rural decided to introduce Triumph ERP in their second year of business when they found their existing accounting system didn't have the capabilities to handle their stock volumes.

"We had to decide whether we wanted to advance our current program with add-ons, or start with a whole new system that could give us everything we needed in the one package," said Director and Company Secretary, Kelly Cripps. "We installed Triumph and we've never looked back."

"We were looking for something that could manage our inventory and consignment stock better, and we'd heard a lot of good things about Triumph from other companies in our industry."

"The Managed Inventory module is key for us and really important to what we do. Our ability to control our stock and our margins is much better than our previous software. I'm much more confident now that we're selling our product with the right margins at the right price, and the cost to us is a more accurate reflection."

"It functions really well; we really love the program. I love that you can trace everything back and always see who's done the transaction and what account it's come from. If something doesn't look right in your reports, you can actually go in and drill down to trace your steps back and find out what the issue is."

Despite being in a highly competitive industry and competing with major agricultural companies in the area, Independent Rural is performing very well and has become a household name throughout the Midwest.

"We have doubled our staff in only 3 years. We're really glad we chose Triumph because we know the software has the flexibility to grow with our business and that's really essential for us."



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Kelly Cripps — Director and Company Secretary



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