aACE
CASE STUDY

EFX AWARDS & TROPHIES

Client Overview
Challenges & aACE Solutions
Results
The Full Story
Success and Q&A Testimonials

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Special EFX Ltd. Runs Three Business in One aACE Solution

"Most companies of our size buy a software package and change the way they run their business to fit the package. We have been lucky enough to work the other way. aACE started with a basic structure which was then tailored to our specific way of working."

- Peter Osbourne
Special EFX, Ltd.
President

CHALLENGES & aACE SOLUTIONS

Stability

Prior to discovering aACE, Special EFX was using a product called Daybook. They found Daybook to be unreliable and inconsistent, with poor or no support when things went wrong; as a result the Special EFX staff had no confidence in the software. aACE offers world-class support and frequent updates to ensure that it is always running at peak performance.

Customization

Daybook could not be modified to suit Special EFX's particular needs, which include multi-currency support, support for European VAT taxes, and other nuances of running three very different European businesses out of one solution. Instead, they had to rely on slow and clunky workarounds. aACE can be easily customized to fit almost any business.

Mac Environment

Special EFX is mainly Mac-based and had been using FileMaker Pro for many years. When they decided to replace their previous software, they knew their new solution had to be Mac-compatible. aACE is a cross-platform solution built in FileMaker, and can run on either Mac or Windows.

INDUSTRY
3D Design & Manufacturing

COMPANY
Special EFX, Ltd.
Ettington Park Business Centre
Stratford Upon Avon, CV37 8BT
United Kingdom
www.awardefx.co.uk

NUMBER OF EMPLOYEES
35+

DEVELOPMENT ENVIRONMENT
FileMaker

SOFTWARE
aACE Enterprise Edition

CLIENT OVERVIEW
Special EFX, Ltd. is an innovative SME with in-house design and niche manufacturing. They design and manufacture high-end presentation awards. Special EFX, Ltd. employs 35 people, all of whom have specialized skills.

Futurenergy Ltd. designs and manufactures Wind Turbines involving complex engineering design and manufacture.

Motolug Ltd. manufactures stowaway motorcycle trailers.

RESULTS

All-in-One Solution

In addition to offering the full range of CRM software, aACE provided Special EFX with a fully-integrated financial suite providing real-time information on all of their accounts. This and other features give them a full view of their business all from one software solution.

A Tailored Fit

aACE was easily tailored to meet Special EFX's specific operational needs, including support for multiple currencies and European sales tax, as well as detailed enhancements for their particular industries.

World-Class Support

The team at Special EFX has been thrilled with the support offered by aACE, which allows them to focus on managing their businesses instead of managing their software. aACE has direct access to Special EFX's server for diagnostics and periodic upgrades, ensuring that their aACE solution will always run smoothly.

Increased Efficiency

By allowing Special EFX to focus on their business rather than their software, aACE has, as CEO Peter Osborne put it, "released [them] to make more money from [their] business." Special EFX has doubled their sales in the last three years, but thanks to the high degree of automation provided by aACE, they've also been able to control and reduce pro rata staff costs.

Scalability

Special EFX now runs three very different companies—dealing in trophies, wind turbines, and trailers—from the same integrated aACE database, with plans to add even more.

THE FULL STORY

For several years, Special EFX ran their business using Daybook, a European ERP solution built on the 4D platform that they found to be unreliable, inconsistent, poorly supported, and inflexible. Driven by dissatisfaction with that software, they sought an integrated business solution built on FileMaker Pro, which they knew from experience had proven reliability. They made contact with the team at aACE through the FileMaker Developer's website and instantly knew that they'd found their solution.

aACE offered not only a robust CRM software (Contact and Lead Management, Pipeline Analysis, etc.) but also Sales and Purchase Order Processing linked to Inventory, Jobs, and Projects plus Internal Messaging, Task Allocation, and a fully-integrated financial suite giving real-time status on all accounts, among numerous additional features—in other words, everything that an SME could need to run its business.

Special EFX began working with aACE in 2007, and since that time the product has evolved greatly. They have also been able to extensively customize their aACE solution to fit their particular business needs, which include supporting the use of multiple currencies and accounting for European sales tax. They have also implemented detailed enhancements for their particular industries.

SUCCESS AND Q&A TESTIMONIALS

Here is what Special EFX's CEO, Peter Osborne, has to say about the results of the aACE software implementation:

How do you feel about the results?

I cannot begin to tell you what a breath of fresh air this has been for us. Implementing aACE is the best thing we ever did. The solution evolves with us as our needs change, with the enthusiastic and intelligent input of Michael Bethuy and his team.

How do you feel about aACE support?

Support has been super. Our business evolves and changes. As we change, the aACE team are flexible and creative enough to evolve with us and help us to improve the automation and efficiency of what we do, essentially releasing us to make more money from our business.

Who would you recommend aACE to?

Any SME who wants tight control, instant up-to-date information over all aspects of their business without the need to plough through acres of data, and optimal automation of all sales and functions, irrespective of Mac or Windows platforms. In short, I have no hesitation in fully recommending aACE as a truly great enterprise solution. We are truly proud to be part of the aACE family.