

CUSTOMER STORY

# Milner's Brands



Milner's Brands operations in the late 1950's as a Sales Agent for Corning Glassworks USA and Josiah Wedgwood & Sons Ltd Britain, in Western Australia. In the early 1960's Milner's focused on tabletop, kitchenware and gourmet products, and the business was expanded to each of the major Australian states.

Their extensive list of leading retail partners include: Kogan, The Good Guys, JB HiFi, Harvey Norman, Flybuys, David Jones, Amazon, Costco, Dick Smith, Peter's of Kensington, Spec Savers and OPSM.



Company

**Milner's Brands**

Industry

**Importing, wholesale & distribution**

Solution

**Access Financials, Unleashed & Mintsoft**

For more information, visit:

**[www.theaccessgroup.com/en-au](http://www.theaccessgroup.com/en-au)**

contact us at **1300 288 224**



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Paul Ruane | Managing Director, Milner's Brands





"We're importers, wholesalers, and distributors of a broad range of products, consumer electronics and optical and eyewear. The Milner's Brands business has been around for more than 50 years in different iterations, and of course, we've changed a lot over that time, we employ about 20 people," Paul Ruane.

Milner's have been Attaché customers for a number of years, in their journey with three other integrated Access solutions – **Access Financials**, **Unleashed** and **Mintsoft**. Here, Managing Director Paul Ruane explains the experience so far, and his optimism for how these products will revolutionise a brand that has been around for half a century.

### Why Access?

"Our business is selling products, importing them selling them to retailers and marketing the products as well. And that needs to be our focus. The less time we spend mucking around with accounting programs, the better. So, to have someone come in and be able to explain very thoroughly a solution to a problem like that, it's just a great relief."

"We've chosen to implement **Access Financials**. Because we are an importing business with a warehouse, we have gone for **Unleashed**, and we're really keen to improve our order processing, so we've also opted for **Mintsoft**."



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Paul Ruane | Managing Director, Milner's Brands ”



"The sales side of things was quite good. I found our account manager (Kim) has been so helpful and understanding of our issues, and has really done her best to resolve the issues we've got. We're not a huge business, and changing our accounting program is quite a big step for us.

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### Why now?

"Just prior to COVID, we started selling more to end consumers, which we'd never done before. And it's an area where we think there's a lot of improvement to be made. So, we're looking at improving how we are picking and packing and order processing in the warehouse. And that's probably the biggest change that this business has had in a number of years.

"We've been on Attaché for many years, and even though our server has been updated recently, we find it's running too slow, so we've been looking at cloud hosted solutions. We've been talking to Access about updating our accounting software, and it's all come together at the one time with us able to look at moving off a server and onto a **cloud-based** accounting and warehouse management system."



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Paul Ruane | Managing Director, Milner's Brands



## Getting the business on board

“As a leader you want your staff to be on board with any change like this. And I found that any changes you make are immediately met with bit of scepticism, or sometimes just straight-out resistance. Even the first email that I sent talking to the staff about this being an improvement and upgrade was met with concerns from some team members that the new platform may not have some of the functionality they deemed essential.”

“So having the ability to say, ‘Listen, you don’t have to worry about it - there’s an onboarding system that we’re

going through. They’re going to help us through it. All of your questions will be answered. And we’re aiming for a seamless transition, and it’s not going to involve anyone doing any extra work or anything like that.’ To be able to say that is terrific.

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### About The Access Group

The Access Group is one of the largest UK-headquartered providers of business management software to small and mid-sized organisations in the UK, Ireland and Asia Pacific. It helps more than 70,000 customers across commercial and non-profit sectors become more productive and efficient. Its innovative Access Workspace cloud solutions transform the way business software is used, giving every employee the freedom to do more of what’s important to them. Founded in 1991, The Access Group employs approximately 6,300 people, including 900 in the APAC region.