

# Martin & Pleasance

Established in 1855 in Australia, Martin & Pleasance is a high end pharmaceutical company devoted to traditional techniques and providing a range of quality natural remedies and medicines. Martin & Pleasance continues to go from strength to strength by combining old practices with modern technology.

Issues resolved **66% quicker** than previous provider

Photo capture allows for information that leads to competitive advantage

Fast, seamless transition

## THE PROBLEM

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Using an outdated system, Martin & Pleasance had little capacity for accuracy and clear reporting. Solutions required from its European based software provider took a long time to be resolved.

“If there were any issues and we needed support, that support was very slow coming,” Nick Harper, Martin & Pleasance’ National Sales Manager said.

Looking to replace its old system with a reliable alternative, the company required a solution at the same costs and one which would keep its software on premise. Ease of access to information was imperative.

## THE SOLUTION

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The field team at Martin & Pleasance were using paper, fax and email to process and complete sales orders. The introduction of Opmatrix meant that this time consuming process which was open to significant error, became a thing of the past. A leading retail cloud solution, Opmatrix is accessible in the field, instantly making the team’s activity easy to capture, providing measurable and transparent results.

Inecom, a leading technology partner which manages Martin & Pleasance’s SAP Business One accounting system, played a significant role in completing the software integration. In collaboration with the Opmatrix support team the resulting in an efficient, on-time and successful integration.

With offices in New Zealand and Australia, Opmatrix presented itself as the perfect solution for Martin & Pleasance to move its business critical software provider closer to home. Offering business solutions which are accessible on and offline, Opmatrix provides the ability to work anywhere, providing a distinct competitive advantage.



## THE RESULT

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Martin & Pleasance successfully made the transition to Opmetrix in 2015. The quick rollout meant that the whole transition was seamless. This was particularly pleasing given that the implementation was over the Christmas period.

With Opmetrix based in New Zealand and Australia, time spent waiting to have issues resolved has been cut by two thirds.

“Every time we’ve had an issue, the support team on the phone have been easy to get hold of and very helpful.” Nick Harper, National Sales Manager, Martin & Pleasance.

Empowering Martin & Pleasance with data and statistics, Opmetrix has reduced reporting time allowing the company to celebrate success, identify opportunities and calculate ROI.

Time inputting orders has also been reduced; orders can be sent to wholesalers automatically, dramatically improving the efficiency of sales orders, significantly reducing the overall processing time.

The simplicity of the Opmetrix operating system means that both sales people and retailers can easily place orders with Martin & Pleasance, not only to their warehouse but also to the trading partners with the larger wholesalers or distributors.

Alain Adolphe, Martin & Pleasance’ NSW state manager is a daily Opmetrix user and explains that Opmetrix has made a huge difference to his working day, significantly reducing time consuming tasks. It’s helping him to manage his day, every day. Adolph said: “The whole order process is easy. As a sales force we can see what interactions we had with a particular customer. Photo capture has been particularly useful when creating displays and to show opposition products, enabling us to use the information effectively to our advantage”

“Every time we’ve had an issue, the support team on the phone have been easy to get hold of and very helpful.”

**Nick Harper,**  
National Sales Manager,  
Martin & Pleasance

“Opmetrix is infinitely more reliable than the previous processes we had in place”

**Alain Adolphe,**  
NSW State Manager,  
Martin & Pleasance



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