



CASE STUDY



# DAT MEDIA

## In-Store Digital Specialists

### Significant productivity savings and instant results with JCurve

Award-winning business, DAT Media, needed a highly customisable cloud-based business management solution to handle every aspect of their services.

At the forefront of technological services, DAT Media specialises in digital signage, touchscreen kiosks and queuing systems for national retailers such as Big W, Woolworths, ABC Shops, Bendigo Bank, and Masters.

In its early days, the Queensland-based business experienced quick growth, and Managing Director Andrew Becker identified his company would need an overall business management system to facilitate its bright future.

DAT Media typically roll out digital equipment to 150 retail stores in two months. They engage a team of installers, organise all the components, as well as produce content and sell media space on the devices. This requires a raft of different documentation, purchases and sales orders, invoices and reports for each silo of revenue.

The DAT Media business model required a better management solution to what it had - a collection of excel documents, three different management software systems (Quickbooks, Quoteworks and Goldmine), and a team working on reports, logistics and financial tracking.

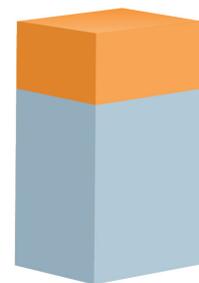
#### Productivity improvements and resource allocations

In the search for a better solution, particularly a cloud-based one, DAT Media invited JCurve to present their software capabilities.

“We immediately saw the benefits of using one system across many aspects of the business and with JCurve we increased our staff productivity by 25 per cent!

Before, DAT Media had to export every report to Excel and do separate analysis.”

“I can now jump into the system with my management team to review the business; JCurve gives us real-time information we need at the times we need to make critical decisions.”



**25%**

INCREASE IN PRODUCTIVITY



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DAT Media once employed a full-time financial controller and accounts clerk. However, Andrew was still not getting the information he needed. So, he started working with JCurve to better understand the report-building functions. "As a result, the system has saved on resources and made me more efficient. I now employ a bookkeeper/accounts clerk three days a week."

### Business reporting in real-time

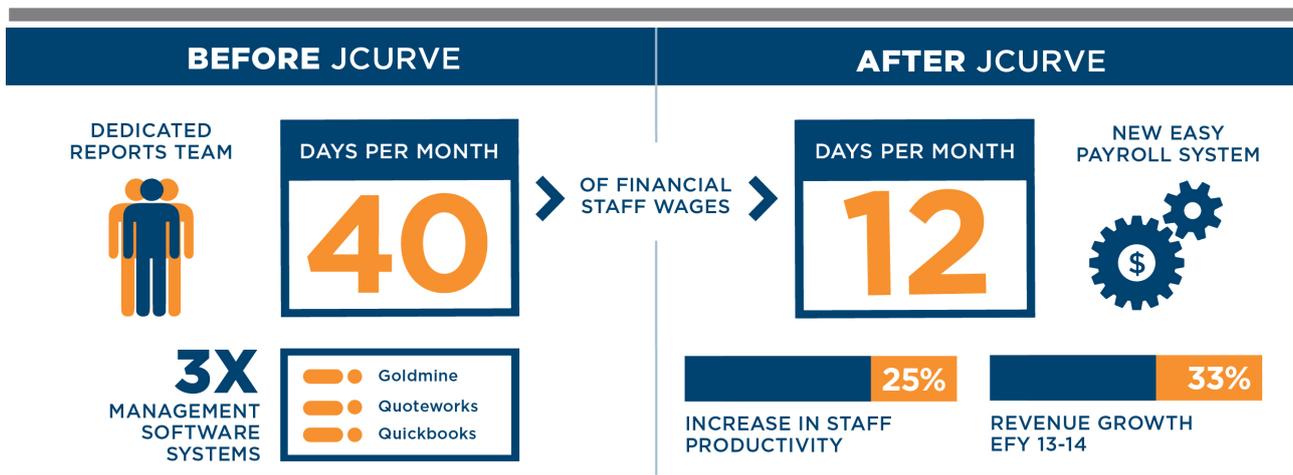
The DAT Media staff are using JCurve to carry out monthly tasks quickly and easily, and now build reports the company never thought possible, sharing live information with clients. JCurve has been pivotal in DAT Media becoming more efficient and developing greater visibility of the business' vital sections. DAT Media staff can get real-time answers to everyday questions,

factored into job estimates. "Normally our Cost of Goods Sold (COGS) would run about 60 per cent of overall sales, but we're now getting the figure down to 53 per cent," says Andrew. DAT Media are now quoting more accurately and presenting structured fees to cover these overlooked items. "The improvement to the bottom line is now very easy to see and track."

DAT Media's year to date (YTD) growth is up 21 per cent on last year, and it's estimated that figure will be 33 per cent at the end of financial year (EFY) 13-14. The business now employs 12 people, with another three employees expected to come on board.

### Information at a glance

The benefits of the JCurve system include the ability for all staff members to be logged in



for example, 'what advertising space is available?' They can also quickly develop clear production timelines and they save time no longer having to call or email each other. "Five years on, we are totally entrenched in the powerful JCurve platform. I'm sure we're only utilising 10 per cent of its potential and I know as my business grows, JCurve can grow with me. I won't ever have to upgrade or change our business management system. This gives me the confidence to take my business further," says Andrew.

### Cost savings through visibility

DAT Media is now able to detect missed fees, such as freight charges, not normally

at once. Andrew has also tailored his JCurve homepage to include YTD revenue, COGS and forecast sales, giving him everything at a glance with the ability to filter certain information. "I can also manage the whole business from my iPad."

JCurve sat down with Andrew in a two-hour session to work through what the system needed to deliver. "We are thrilled to now have an efficient business management system which can facilitate the business' continued growth and prosperity. We have just implemented the payroll system within JCurve and I'm confident the benefits of using the system will keep coming."

**To find out more contact JCurve today.**

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