

Decade old relationship reaps benefits for everyone

SUCCESSFUL HAWKE'S BAY BUSINESSWOMAN ADRIENNE PIERCE KNEW EXACTLY WHERE TO GO WHEN SHE STARTED A NEW BUSINESS AND NEEDED CUSTOMISED COMPUTER SOFTWARE.

Her relationship with ABC Software Ltd began more than a decade ago when she first met owner Sharon Chapman at a *Her Business* meeting.

Adrienne first called on ABC Software Ltd's expertise in the development of her first business, *PORSE In-Home Childcare Network*.

"Sharon and the team at ABC Software Ltd were able to develop a cutting edge system which effectively tracked people and ultimately helped with the success of *PORSE* nationwide."

Nowadays Adrienne is consumed in the development of another business *Smart Franchising (NZ) Ltd*. *Smart* provides phone, admin and financial services for business owners who need day-to-day office support without taking on extra staff and overheads.

Adrienne has not only developed the concept but is now selling the franchise throughout New Zealand.

"When I set *Smart* up I knew I needed some very switched on software that would give us the edge in the marketplace. I knew Sharon and her team could develop that from scratch for me."

And Adrienne wasn't disappointed. ABC Software Ltd has developed an integrated CRM system. Besides document and correspondence tracking it also enables

each franchisee around the country to input their clients' details and collect data about their suppliers and customers.

"This is a critical component of our business which adds real value to franchisees and their clients. It also allows everyone in the *Smart* network to be on the same page which cuts us away from our competitors giving *Smart* a much better chance of securing more business and increasing our profits."

Adrienne knows Sharon can build a software package totally customised to any business, putting the big wish list together and mapping out the solution so the business owner can see the end result.

She says Sharon adds fantastic value because she has so much experience and knowledge.

"She's local and it's that personal relationship that's huge in today's environment. Everyone talks about it but Sharon does it. And she will never say something is too hard. She will listen to what you want, go away and think about it and come back with a solution."

Adrienne says she admires Sharon's straight shooting down to earth style.

"I have seen her grow ABC Software Ltd from a small business into a real success story.

**Adrienne Pierce, Director
SMART FRANCHISING (NZ) LTD**

It's our job to make yours easier.