



“We brainstormed our ideal outcome. Pronto went ahead and implemented exactly that.”

Leica Camera Australia

Snapshot of a growing business

Leica Camera Australia needed to obtain greater visibility into crucial business activity and product information at a moment's notice, while overcoming the challenges involved with being a small operation with no in-house IT function.

Rich brand heritage

Leica Camera Australia is the exclusive importer and distributor of Leica digital and analog cameras and camera products in Australia, distributing to over 50 major retailers and specialist stores around the country. With a history reaching back more than a century, the Leica brand is synonymous with exceptional quality German-engineered cameras, photographic lenses, binoculars and other optical equipment.

The core function of the Australian operation is to support the supply of the company's products, distributing to a range of retailers throughout Australia, such as the Ted's Camera Store network, PRIA Imaging and other notable retailers.

A strong composition

When it came to establishing Leica Camera Australia in early 2013, top-of-mind for General Manager, Ryan Williams, was the need to implement an intelligent business management solution from day one of operation.

With positive previous experience and background knowledge of the Pronto Xi suite, Williams felt that Pronto was the best solution for this new venture.

"The Pronto team demonstrated that they knew the Leica business well. They even had an idea of what we needed before we all sat down and brainstormed what our needs were."

At the top of Williams' must-have list for a technology platform was comprehensive BI reporting functionality that would provide clarity into key business activities on an ongoing basis. It needed to also enable Leica staff to effectively manage inventory, supply and demand for its products, both in Australia and at a global reporting level.

"The Pronto team's personalised approach - from the people who sold us the solution through to those managing the implementation - makes them unique, and from the get-go they delivered on what we needed. It was comforting to know our support team was in our city and could come out to see us any time we needed," Williams added.

Point and shoot

Being a small operation with no in-house IT function, it made sense for Leica to adopt Pronto's Hosted Services option as the benefits were clear from an early stage.

"Pronto Hosted Services takes most of the day-to-day running and work out of our technology investment, and it makes us feel safe in the knowledge that we are using an advanced productivity tool with full technical support behind it," said Williams.

Key to selecting the Pronto Hosted Service was consistency, customisation and choice.

"Pronto offered us a complete package that the others simply couldn't. With proven efficiency and experience in delivering a cloud solution, Pronto allowed us to create a custom solution to specifically address our needs. We even had a choice of our preferred operating platform and database, which highlighted the flexibility of the product - a critical factor in the retail environment," said Williams.

In addition, implementing Pronto Hosted Services has meant that Leica avoided upfront costs involved with running the platform on-premise, like the support, administration, maintenance, upgrade and deployment of additional hardware.

"It's a lot easier having someone else outside the organisation manage this. The Pronto Hosted Services solution appealed to us, as we didn't really want to be paying exorbitant fees for IT contractors here and there."

"With the Hosted Services option, it works really well and suits us perfectly. Pronto is set up to scale with our business as we grow," Williams added.

Focusing on the future

The next phase for Leica Camera Australia is set to involve the extension of its website functionality to offer customers the ability to buy products directly from its website. To achieve this, Leica is planning to implement Pronto's integrated eCommerce solution Avenue, which will allow the business to invest and grow its online store around the existing ERP and BI system - seamlessly, with no custom interfaces required.

"Knowing that we require things to be done within a really short timeframe, and having someone who understands what we're trying to achieve, who is always there and available to make that happen, is incredibly valuable."



Leica Camera Australia at a glance

- The exclusive importer and distributor of Leica digital and analog camera and camera products in Australia
- Distributes to over 50 major retailers countrywide
- Established in early-2013



“I would certainly recommend Pronto to any other organisation looking at putting in an intelligent business management software solution.”



Ryan Williams, General Manager, Leica Camera Australia.

Pronto Hosted Services: supporting business growth from day one

We Listened

to the team at Leica looking for a quick-to-install solution to meet growing needs of a fast-paced dynamic business.

We Adapted

a cloud-based solution to complement Leica Camera Australia's lean operation.

We Revealed

an intelligent business management software solution that is flexible and scalable as Leica Camera Australia grows.

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Tailor-made business software solutions.

Pronto Software has been developing award-winning business management software for over 30 years. With in-built intelligence, flexibility and an easy-to-use interface, its flagship product, Pronto Xi, enables users to discover rich business insights.

Pronto believes in the power of actively listening to clients, adapting our product to meet their needs and finally revealing the best solution. It's how we continually surpass client expectations, delivering moments of utter surprise and delight.