

# Unleashed Introduction



## What is Unleashed?

Unleashed is an online purchasing, production, stock and sales system that enables businesses to gain full visibility and control over their operations. Our platform is designed for businesses that are passionate about their products: whether they make them, move them or sell them wholesale.

Founded in 2009, we have tight-knit teams in Australasia and the UK with in-house development and a focus on putting our customers first. We are also:

- One of the first inventory management apps to adopt cloud technology
- The first inventory management app to integrate with Xero
- The best-reviewed inventory integration on the Xero Marketplace
- 4 times Xero App of the Year winner

*"At our core, we believe in disruptive innovations, challenging the status quo and delivering exceptional customer service."*

**- Gareth Berry, CEO**



# What problems are we solving for businesses?

As companies grow, their inventory needs evolve. A system that works for a small business will start to cause issues as they deal in complex orders, add new SKUs and increase headcount.

There are lots of issues that might make a company realise that their current system is no longer sufficient. At Unleashed, we find that our customers run into the same problems time and again:

- **Messy sheets.** Excel and Google Docs can't integrate with other apps, give accurate figures in real time or handle complicated orders
- **Lost stock.** As a business grows, relying on stocktakes for an accurate idea of what's on hand — and where it is — becomes increasingly problematic
- **Multichannel sales.** Selling online requires solid inventory management. Otherwise, the influx of new orders can cause havoc
- **Transaction limits.** Some apps limit the number of transactions, causing a slow down in your business.
- **Missing features.** Growing businesses need a software with features that will scale as they grow



## Types of business

*There's a huge range of Unleashed customers, in a wide variety of different verticals — but the factor that unifies all of them is that they are product-based. Our solution is designed for businesses that live and die on the products they sell, whether they're:*



Manufacturers



Distributors



Wholesalers



eCommerce retailers

## AU industry segmentation

We have many Australian customers from these key segments:



Beverages (alcoholic and non-alcoholic)



Food



Health and Wellbeing



Furniture and Fixtures



Equipment and Machinery



Building and Construction Industrial



Electrical and Electronic Components



Not sure if your client is a good fit? Check out some examples at [unleashedsoftware.com/customers](https://unleashedsoftware.com/customers) or get in touch with us

# Hear from Unleashed users



“ By adopting the B2B store, we were able to get back to spending most of our time on what we do best — supporting our customers meaning they were the real winners. ”

- **Volcano Coffee Works**



“ It’s important to me that I can sit down, enjoy a cup of tea, spend time with my boys and have some me time. Unleashed really does help with that — it does all the thinking. ”

- **Tielka Organic Tea**



“ We’re probably saving in the ballpark of \$30,000 to \$40,000 a year in wasted time. ”

- **Pinjarra Bakery**



“ We’ve been able to make our operations much more efficient and our workflows much easier to manage using Unleashed. ”

- **Montana Colors**



“We’re running Unleashed as a core system of our business. It goes all the way from order management, inventory management, manufacturing to dispatching of our products. For a manufacturing company, we’re using Unleashed for everything that is key to our business.”

- **La Tortilleria**



## What does a typical client look like?

Unleashed helps a huge variety of companies around the world – but we're particularly useful for businesses who:

- Need to report on margins by product line, customer type, channel or salesperson
- Are required to maintain a traceable audit trail
- Hold stock in multiple locations
- Sell stock at multiple price points
- Need to improve their landed cost tracking
- Manufacture their own products, or use a third-party manufacturer to make their products
- Break down bulk products or assemble products into kits/bundles (Bill of Materials)
- Use third-party logistics providers
- Sell across multiple channels (B2B & B2C)
- Are required to track inventory with serial numbers, or via batches
- \$1 - 50 million annual turn over
- 3 - 50+ employees

## Unleashed's key benefits

Unleashed helps manufacturers, distributors and wholesalers grow with real-time inventory accuracy they can trust. We enable businesses to:

### **Say goodbye to stockouts**

Track products by batch, expiry, lot or serial number — eliminating wastage.

### **Take control of inventory**

Know precisely where materials and products are at any time, across multiple locations.

### **Get magnificent margins**

See the exact profit from every sale — including freight, import and more.

### **Cater to complex orders**

Split shipments when the right stock isn't in the warehouse.

### **Save time**

Automate inventory processes, so there's no need to manually enter data.

### **Get organised**

Spreadsheets aren't up to the task of managing complex assemblies.

### **Scale at speed**

Process as much stock as needed, with no transaction limits.

### **Evolve sales**

Sell in multiple currencies, at multiple price points and across multiple channels.

# Introducing your client to Unleashed

We work closely with accountants and bookkeepers around the world. We want to help you with your app advisory journey by identifying clients who need better inventory management. If you have a client who's interested then:



If your client's needs are more challenging, time-consuming or you just need a hand getting set up, we can connect you with our expert Implementation Partners, otherwise known as cloud integrators.

For details on specific Unleashed features, please contact us on **+61 3 9021 0914**, or check out our website on **[www.unleashedsoftware.com](http://www.unleashedsoftware.com)**.

