

Distributing Better Information at Cellnet

“None of this would be possible without the sort of insights and analysis that our BI solution is now allowing us”

Steve Harrison – Chief Executive Officer, The Cellnet Group

CEO Steve Harrison attributes Cellnet’s success to several factors, including its internal organisational structure and team-based approach to providing superior customer service. But there is another element he sees as key, and potentially the most vital during the next stage of Cellnet’s development in the new market: a commitment to the *right* information technology.

Harrison knows that if Cellnet is to continue its ascent in a maturing market where margins are typically slim, it is essential to understand the finer points of the distribution business. ***“It’s all about turning stock and improving productivity,”*** he says. ***“You need a very good reporting system to be able to do that.”***

With this in mind, Cellnet engaged Bistech, the Performance Management experts to architect a BI solution that has been deployed across Cellnet’s entire business from its sales, marketing and finance divisions to its distribution, customer service, purchasing, call centre and IT areas.

“Previously, data analysts would spend days trying to find information I can now access within minutes,” Harrison explains. ***“It allows me a window into my business that I haven’t had before.”***

Reducing the cost of freight is a high priority for Cellnet as is minimising obsolescent stock. ***“None of this would be possible without the sort of insights***

and analysis that our BI solution is now allowing us,” says Harrison.

Cellnet’s operations manager, Peter George, outlines some specifics. ***“For example, margins on mobile phone handsets are low so we need to deliver large volumes,”*** he says. ***“So we rely on being able to get sales parcels up to a certain level because the freight consumes a lot of profit margin.”***

According to George, the BI solution provided Cellnet with average order and goods cost levels, enabling it to weigh freight costs against profits and to assess whether the business should be doing things differently.

“The beauty of the solution is that it enables us to break down our business and really work out our profit margins to the nth degree,” he says.

“We even went back to our accounting system and altered certain settings once we realised the capabilities of the tools. And, in doing that, we’ve really been able to better track specific areas of the business discovering that some were contributing quite a bit more to our bottom line than we had previously thought.”

This understanding, says George, enabled Cellnet to more actively push products such as hands-free mobile phone kits, resulting in an overall increase in profitability.

The Problem

Arduous and time consuming reporting process that provided no analytical insight

The Solution

Bistech architected Business Intelligence solution

The Benefits

Valuable insight into functional and operational performance to enable better decision making



Cellnet is a leading Australian owned niche distributor of mobile accessories, flash memory and retail products. Cellnet distributes products on behalf of a number of the world’s leading vendors and in doing so, we deliver the best products for today’s business, corporate and consumer retail environments

“Bistech took the time to sit down and understand what our needs were and worked with us to achieve those requirements. I would highly recommend Bistech to any prospective company looking to implement a BI solution”
Peter George – The Cellnet Group