

HOW **XR ELEMENTS** HELPED PURPLE LINE RECOVER, ACCELERATE DIGITISATION, AND THRIVE FOLLOWING BAD IT PARTNER EXPERIENCE



**XR
Elements**

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About Purple Line

Founded in 2011, Purple Line is a market leading caravan and RV manufacturer based in Melbourne. The company has grown considerably and developed an extensive range of caravan components and accessories, including popular inflatable camper trailers, Air Opus.

A problematic first partnership

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In 2017, Purple Line experienced rapid growth across the business. As a result, the incumbent IT systems were beginning to strain under the pressure of increasing requirements. The business needed to systemise processes in order to cater to its increasing scale.

Purple Line opted to migrate to Microsoft Business Central and selected a partner to assist them with their plans. However, the partner did not deliver on their promise and instead of systemising processes created a significant mess. Integrations were clunky and not well configured and the inventory was incorrect and hard to navigate. At the same time, the company kept growing, which only exacerbated the IT problems.

During an incredibly difficult and arduous 2019, Purple Line Director, Malcolm Hill, employed an inhouse IT consultant to help correct the chaos caused by the partner.

Our favourite thing about XRE was the fact they have done exactly what they said they would.

- Ilija Pesic, IT Consultant at Purple Line

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Identifying a recovery and transformation partner

Tasked with solving Purple Line's IT problem, Ilija Pesic, IT Consultant conducted extensive market research to identify the right partner.

"Having been burned so badly by the previous partner, we were very thorough in researching partners to support us. XR Elements were recommended to us by multiple people, both inside the Microsoft network and by customers. In addition to this, when we met with Mark and the team, they were clear and genuine in their communication," says Ilija.

The XR Elements team reviewed the state of Purple Line's Business Central and got to work tidying it up. To further streamline business processes, Mark's team also began the deployment and integration of Dynamics 365.

The project included configuring the complex systems and ensuring all license requirements were correctly configured and up to date.

XR Elements advised that it would take approximately three months to configure, integrate and deploy Dynamics 365, which it did.

"One of my favourite things about XR Elements was the fact that they have done exactly what they said they would, in the timeframe they promised. In IT, it is common to meet people with big dreams and grand plans that often fail to deliver. With XR Elements we told them what we wanted, they advised us on what we needed and got the job done."

- Ilija Pesic, IT Consultant at Purple Line

The two businesses met face to face and via Teams regularly, which the Purple Line team believe has been integral to the success of the partnership. This contact enabled ongoing discussion and allowed the XR Elements team to provide detailed support and advice to Ilija, Malcolm and the team. The focus on learning has ensured that Ilija is well equipped to manage and adjust the system in the future.

Whilst the system is still in its infancy, the training has been well received by Purple Line staff and has ensured that everyone is onboard with the vision for Dynamics 365 and the now functional Business Central.



Doing more with less

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With the 'go live' moment rapidly approaching, Malcolm is confident that the benefits of the system will be evident almost immediately.

"I adhere to the popular ethos of do more with less and as a fast-growing business, we have a lot of goals. I know that systemising as many of our processes as possible will help us succeed in multiple areas, from product development to lead generation," says Malcolm.

Malcolm and Ilija are convinced that, with XR Element's help, the new system will give Purple Line a competitive edge in the market.

"I am completely confident that we are a digitalisation leader in our sector. We think beyond the business basics and know the value of Cloud technology and security. Whilst we have the vision, it is having an expert partner that allows us to bring our vision to life."

- Ilija Pesic, IT Consultant at Purple Line

Had the system not been salvaged following the original disastrous deployment of Business Central, the Purple Line team are certain it would have had a significant impact on their ability to grow quickly.

"Without XR Elements we might have eventually got things straightened-out, but it would have been a long, hard slog. They came in, picked up the pieces and accelerated the process."

- Ilija Pesic, IT Consultant at Purple Line

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Words of advice

For any organisation looking to roll-out Business Central or Dynamics 365, the Purple Line team are adamant that due diligence on providers is key.

“2019 was a nightmare for us from a tech perspective, it could not have possibly got worse. Being in that position meant we were very thorough in checking references and asking specific questions when looking for a new partner. XR Elements’ reputation was very strong and meeting them in person only further fuelled our confidence,” says Ilija.

Ilija and Malcolm also believe that finding a partner who proactively stays on top of emerging technology and trends is invaluable.

Forging ahead with plans for the future

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Once the platform is live and embedded in the business, the Purple Line team will turn their attention to increasing the system automation - starting with integrating all lead generation into Business Central and Dynamics 365.

The team is also keen to migrate multiple production site spreadsheets into OneDrive and SharePoint. Malcolm is excited to unlock Power BI and create automated live dashboards with predictive analysis.

“The automation plans will become reality this year. In 2021 we will focus on making our campers smarter and exploring how we can integrate them with different platforms. We’re not quite ready, but soon, thanks to XR Elements, we will be able to use business data and IoT to feed into the design process. It’s exciting, and amazing when you consider the mess we were left with in 2019,” concludes Ilija.

“We will start with automating the sales process. We know our customer journey is approximately three months so we can use this knowledge to tailor automatic nurturing campaigns to cross sell and upsell. We’re also exploring how we could use bots to support this.”

- Malcolm Hill, Director at Purple Line



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