

## Success Story

# Mastering a new technology stack

“Sage Intacct enables us to provide better outcomes for customers and suppliers, while ensuring that managing and consolidating multiple entities is easy and seamless.”

**Michael Watt**

Business Information & Technology Manager, Master Hire



### Master Hire implements Sage Intacct

From a single branch established in Toowoomba in 1990, Master Hire has grown to become a large and trusted equipment rental business with branches across Queensland and northern New South Wales. Their business has been built on an unwavering commitment to provide quality equipment and outstanding customer service.

Master Hire needed to retire their legacy on-premise operating and finance system and modernise their technology platforms by moving to the cloud with specialised solutions. Sage Intacct and Point of Rental seamlessly integrate operating and financial data for improved visibility, insights and scalability.



### Results with Sage Intacct

- Operating and financial management systems moved to the cloud
- Existing integration of Sage Intacct and Point of Rental ensures seamless implementation
- Carefully managed change management, training and implementation helps meet go-live target date
- Multiple branches and entities easily managed and consolidated at the touch of a button
- Significant reduction in time to deliver monthly management reports
- Finance team spending less time on manual workflows and more time on analysis and planning
- Automatic Sage Intacct system updates help future-proof the business

**MASTERHIRE**  
Built on Service

### About Master Hire

Master Hire is a family-owned Australian company that provides equipment hire solutions for a range of sectors including construction, industrial, mining, infrastructure, commercial trade and DIY. The business offers an extensive range of quality equipment for hire at a number of branches located across Queensland and New South Wales. Master Hire is a highly awarded company that aims to be a supplier of choice in the equipment rental industry.

Sage

**Company**  
Master Hire

**Location**  
Australia

**Industry**  
Business Services

**Sage Products**  
Sage Intacct

**Sage Partner**  
Leverage Technologies





### **Taking operations and finance to a higher level**

Master Hire has built a successful business over more than 30 years. Their unwavering commitment to service has never changed, but their legacy operating and financial management technology needed replacing.

Systems set up by mature businesses early in their life tend to be focused on operational outcomes (naturally), with non-specialised financial management functionality often included as part of the solution. These systems are typically on-premise, lack important features, cannot be integrated with other business systems, and can quickly become unfit for purpose, while inhibiting the ability to scale efficiently.

### **From point of sale to the back office**

Starting with their operating requirements, including improving the customer interface at point of sale in branches, Master Hire shortlisted various rental specialist platforms before settling on Point of Rental, a leading hire software solution.

At the same time, the finance team was looking for a system that would easily integrate with Point of Rental and manage their increasingly complex financial management and reporting needs. Sage Intacct was considered the best fit for

Master Hire given its integration with Point of Rental, inclusion of asset management, and its ability to replace manual workflows and spreadsheets with automated reporting for increased accuracy and efficiency.

### **Point of Rental fits the bill (of hire)**

Point of Rental streamlines equipment hire and ensures a seamless experience for customers and employees in Master Hire branches. Customer dashboards, purchase order workflow and accurate records improve operating efficiency and scalability.

Point of Rental is a leading hire software company that helps thousands of rental and hire businesses around the world to manage inventory, rent it, track it and maintain it. Robust reporting provides invaluable insights into key performance indicators to eliminate waste, increase profitability and make better business decisions.

“We can’t recommend Point of Rental highly enough. Features including day-at-a-glance have made a huge difference in our business, supporting a smooth end-to-end customer experience. The entire team has been a pleasure to work with, and support is available when you need it”, said Ben Pooley, General Manager of People & Safety at Master Hire.





### **Leveraging the skills of an experienced partner**

Sage Intacct and Point of Rental have an established integration at a global level, and the adoption of both systems at the same time made perfect sense. As a leading Sage Partner, Leverage Technologies led the Sage Intacct implementation using PRINCE2 methodology and an online project management portal to ensure all stakeholders were engaged and informed for the duration of the project.

### **A carefully made plan skilfully executed**

Such a large change of multiple systems and technology done at the same time can be risky. Master Hire and the Leverage Technologies team went live on a chosen launch day, with careful preparation and contingencies.

Point of Rental was rolled out to the branches, while Sage Intacct is mainly used in head office. Champions from each department and region were selected to lead the change management program, a train the trainer approach was taken, and a sandbox was used in the lead up to go-live to establish familiarity with Intacct. Preparation and planning were key in achieving a successful launch of both new systems.

### **Taking financial management to the cloud**

Managing multiple branches, multiple entities and consolidated reporting is made easy with Sage Intacct. While some customisations for functions such as expense management were done at implementation, Intacct functionality out of the box, including asset management, met the needs of Master Hire.

Intacct reporting functionality was integrated with PowerBI for customised reports, and month-end financial reports are delivered with a new level of efficiency. Previously, reporting was a time-consuming process that required manual export of data into spreadsheets, but Intacct's dimensions provide seamless visibility, simple consolidation and the ability to drill down for deeper insights.

“Sage Intacct has brought a whole new level of efficiency to our finance team, which flows through from automating functions and reporting to more seamless supplier payments. We now spend less time manipulating data, and more time analysing it”, said Mikaela Green, Accountant & Administration Manager at Master Hire.

### **Putting customers first made easier than ever**

Master Hire is a customer-led organisation, driven by a desire to make it easy for customers to get what they need, when they need it. Variations required in financial coding can be managed in Sage, rather than complicating rental contracts and customer paperwork.

Managing cross hire contracts, where Master Hire sources rental equipment from a third party to meet customer requests, has been simplified and streamlined so customers get the equipment they need when they need it, and suppliers get paid correctly and more quickly.





“The team at Leverage Technologies has been fantastic to work with on this project. They provided a professional implementation plan, they’ve helped us with some important customisations, and they remain on hand when we need support or want to talk about process and system improvements.”

**Michael Watt**

Business Information & Technology Manager, Master Hire

#### **Masters of managing productive client relationships**

Leverage Technologies is a highly awarded provider of ERP advice, implementation and support. For more than 20 years, Leverage Technologies has been helping Australian businesses effectively leverage the latest technology to deliver better outcomes. As experts in consulting, implementation, integrations and support, Leverage Technologies is skilled in delivering cloud-first deployments built on leading technology platforms. As a privately-owned Australian business, Leverage Technologies understands the needs of their customers across a wide range of industries and brings the perfect combination of technical expertise and a commitment to build long-lasting customer relationships to every engagement. Leverage Technologies works closely with world-class technology vendors and is proud to be a Sage Platinum Partner. The company is widely praised by customers including Master Hire for developing scalable solutions that help streamline processes and reduce costs. “This project with Master Hire is a good example of our approach to all client projects. Working closely with the management and finance teams, we seek to understand their business, operational and financial goals and needs, then implement the ideal technology that will serve them now and into the future, with support available as needed”, said Pierre Fourie, Sage General Manager at Leverage Technologies.





Sage



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