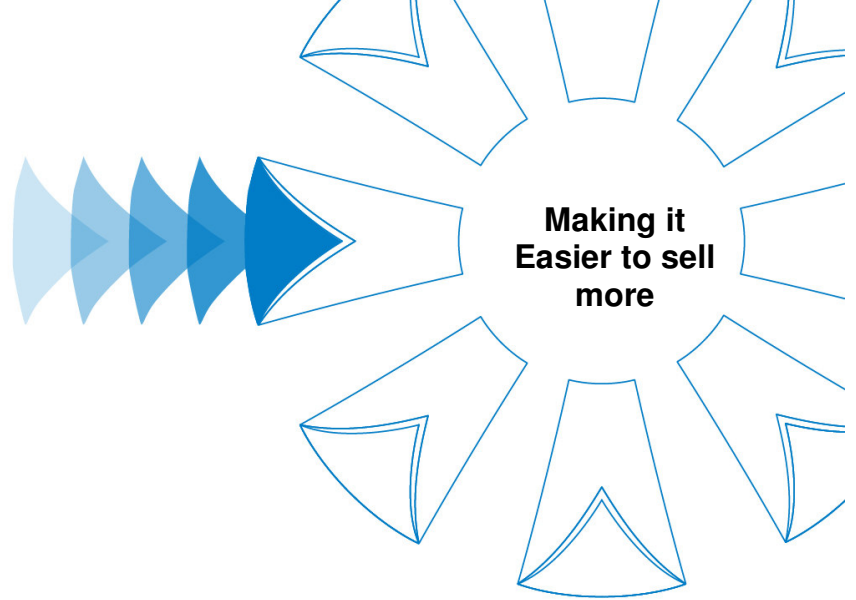


AN ACCESS ANALYTIC  
SUCCESS STORY



**Making it  
Easier to sell  
more**

**The Company**  
Great Southern

**The Industry**  
Agribusiness

**The Solution**  
Sales Automation  
Tools and Models

### **Overview**

Great Southern Plantations is an ASX200 company and is one of the largest agribusiness investment companies in Australia, managing over \$1 billion on behalf of tens of thousands of clients.

Great Southern has been a client of Access Analytic since 1999.

### **Business Challenge**

Great Southern were seeking a way to reduce the amount of rekeying and data duplication that was occurring during the sales process.

The solution needed to be easy to understand, simple to use and had to work in multiple environments.

### **How Access Analytic Helped**

We worked closely with Great Southern to develop a “client fact finding” application in Excel which enabled advisors to assess the financial position of their clients and recommend selected investment products.

The results of the inputs and recommendation could then be automatically included in a Word document, ready for printing or transferring to PDF.

### **Business Benefits**

- Great Southern now has a very useful, user-friendly tool that can be used across all its advisors with only minor updates each year.
- By automating much of the sales process, advisors find it easier to sell Great Southern financial products thereby providing an additional incentive for advisors to choose Great Southern over competing products.
- Due to the model’s flexible design, the client does not require additional involvement from Access Analytic staff, thereby increasing independence and reducing ongoing costs.

*“I’ve never come across consultants with the level of knowledge and proficiency that Access Analytic staff have. The things they can make Excel do are just amazing and you really get to see the full extent of Excel’s power.*

*The applications they produce for us are well-written, and very easy to use.*

*We’ve dealt with Access Analytic for many years now and have been more than happy with the results they have achieved and the support they have provided. I’d have no hesitation in recommending Access Analytic - they’re Excel gurus!”*

**Stephen Smith, Sales Manager**



**GREAT SOUTHERN**  
LIMITED



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