



Small app plays big role in Business Transformation

Many enterprise mobile apps are not quite hitting the target and end up being seldom used. Not so with the CM Live app of Computer Merchants, a leading Australian-based provider of full data centre solutions. CM Live, developed with LANSA, delivers real value and is making the work day easier for an increasing number of customers and their busy IT managers.

The Challenge

For Computer Merchants Managing Director Norm Jefferies, ensuring relevance and usability were the key criteria in building the CM Live app.

“We had some ideas about how we could add value to our customers by giving them access to information about the status of their computer equipment and progress of purchase orders,” said Jefferies.

A diverse group of staff from Computer Merchants contributed ideas, drawing on their own specialist skills.

“Everyone at Computer Merchants, whether in administrative or technical roles, are encouraged to find ways to improve the customer experience,” said Jefferies.

“This gave us a range of valuable insights, but we needed to find a way to make them into tangible action.”



Clarify your goal

What outcome do you want to achieve?

How can you transform your business to offer your customers added value?

Computer Merchants wanted to give customers mobile access to its system of records, turning it into a system of engagement. Collaboration – Idea – Review

The Solution

The Computer Merchants team has long known software development experts at LANSA, a global Australian owned provider of low-code rapid application development tools, modernisation solutions and integration software. So it made sense to ask their advice.

LANSA created a proof of concept, showing the Computer Merchants team how the app could be turned from story-board into reality.

The app LANSA built draws heavily on Computer Merchants' accurate systems of record. Where previously customers had to request a report from Computer Merchants to see details of their equipment, they can now view inventories and end-of-life of machines purchased through the entire period of being a Computer Merchants customer. Additionally, they can check on system health, maintenance agreements, even support hours logged – all at the swipe of a smartphone.

The app provides IT staff of customers with an easy way to monitor system health. It is this type of service that Jefferies wanted to focus on.

Jefferies explains, “We engage in a continuous process of transforming our business to offer genuine value and meaningful services. Businesses are under pressure to get more from their technology purchases, so we strive to make their lives easier.”



Engage the experts

Collaborating with the application development experts at LANSA was an easy choice. Priorities for the app included customer value, transparency, ease of use, up-to-date information and best practice.



Build the storyboard

LANSA introduced Computer Merchants to the storyboard process, to visualise what the app will look like and how customers will interact with it.



Prove the concept

Show the technology running in the customers' environment with their data.

The Outcome

After a limited trial, customer feedback was incorporated into the CM Live app, fine tuning it to perfection. The CM Live app was then rolled out to a broader audience and received an enthusiastic response from customers.

Jefferies hopes that the Computer Merchants experience of transforming its business will inspire customers to consider how they can do things differently.

“It often takes a relatively small transformation to make a real difference to the connection with customers and suppliers” said Jefferies.

“By giving our customers a tool that allows them to work more efficiently, we are showing that we care about their success,” said Norm Jefferies.

For organisations seeking the deeper engagement achieved by Computer Merchants, Peter Tyrrell – General Manager at LANSA has a final piece of advice.

“If you are going to invest in mobile business apps, you need a clear idea of what you want to achieve and the value proposition to the user,” he said. “We help our customers to make the right choice and transform their system of records into a system of engagement.”

“Computer Merchants has a passion to give customers what they can truly use.”



Build once, deploy to many – Mobile app

Apps built with LANSA run on multiple device types, including Android – Apple - Windows



Customer feedback from pilot

Reiterate and build additional features into the app based on customer feedback



Release the app

Customer value realised with a new communication channel, complementing Computer Merchants’ incredible customer service team.



All sorts of businesses, from the small local specialist to some of Australia's best known names, depend on Computer Merchants to help them get more from technology.

A big part of Computer Merchants' competitive advantage is the exceptional systems of record dating back to 1979, now available through the app giving customers all the details of their Computer Merchants equipment in the palm of their hand.

Need to know more about how to embrace transformation in your business and wow your customers?

Contact the Computer Merchants team.

1800 777 111 • www.computermerchants.com.au



LANSA is a global provider of cross platform application development, modernization and integration tools that help organizations around the world simplify the creation and maintenance of business applications. Thousands of companies and hundreds of independent software vendors use LANSA as the cornerstone of their development strategy.

Want to turn your system of records into a system of engagement, so you can improve the customer experience?

Talk to the application development experts at LANSA.

(02) 8907 0200 • www.lansa.com

With Computer Merchants CM Live App customers can:



Check support hours



See warranty, maintenance & end-of-life information



Read updates



Track all Computer Merchants purchases



View delivery details



All in real-time

-- Check out our video on CM Live here. --