



Since it started in 2005, **Event Power and Light** has grown from strength to strength. The company is renowned for its dedication to their clients many of whom have been Brian's customers for over 25 years. Brian, the owner of Event Power and Light has been in the industry for well over that time, in total the Event Power and Light team have over 70 years of experience. Specializing in power and generators this family owned business recently won a Hire Industry Award for best small hire company of the year 2011. It is a well-deserved award for this hard working loyal team.

The Challenge

Brian and Pat (husband and wife team) started the business from scratch – Brian decided that he wanted to provide more customer service to his clients; he wanted the scope to be able to run his own show. Brian hand-picked his staff many of whom he had worked with in the past. The biggest challenge in the beginning was to find the funding to get the business started.

Brian says they are a small family company who are surviving well against the big companies – he knows they survive due to the personalized service - Brian's motto is to stay small and do it right.

However Event Power and Light have been growing, before the installation of MCS-rm they were lacking the ability to keep a track of the business. They decided that MYOB was not giving them enough information and the decision was made to look for a hire software solution. After evaluating different options, they decided on MCS-rm. MCS run their core operational activities and integrate into MYOB financials.

The Benefits

Event Power and Lights purchase of MCS has enabled them to analyze their business. They can now report on almost anything. Brian says he now knows precisely the:

- Utilization on their fleet
- Cost of maintenance on each item
- Who their top customers are
- Who is spending money, who is not?
- Trending - they now can see the trends, which builders they should be flagging, when to buy new equipment etc.
- More informed marketing decisions due to the up to date information readily available. Brian has put into place a more focused feedback forum which recently saw the MCS invoices change to meet changing client needs
- MCS is easy and quick to use which enables the business to focus on the customers



The Future

They can now see where the business is at and they have a good idea of where they want it to go into the future. They are looking at upgrading their corporate image and growing into new areas, they are currently involved in quoting generators for wind farms. Brian is putting in place the people and the processes so that he can step back and enjoy his life. MCS will support him so that he can easily take those breaks.

You never know how far this business will go with such a strong focus on customer service, having asked Brian what is the best feature of MCS? His answer; MCS has fantastic customer service and very prompt responsiveness – MCS are renowned for their service and coming from Brian, that kind of endorsement should make the MCS team very happy.

To find out how MCS can help your business please call the dedicated team on; 02 9440 7102 or check out our website www.mcsanz.com.au

Event Power and Light can be found at www.eventpowerandlight.com.au