

## CASE STUDY: BRICKWORKS

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# Fast-track credit applications for a growing business

### ABOUT BRICKWORKS LIMITED

Brickworks Limited was founded in 1934 by a group of Sydney brick manufacturers, in an effort to preserve the local brick industry during the Great Depression. Today the Australian-owned group of companies is listed on the Australian Stock Exchange and is one of the nation's leading providers of building materials. Its brands include Austral Bricks, Austral Masonry, Austral Precast, Bristle Roofing, Auswest Timber, Bowral Bricks, Daniel Robertson, Nubrik, GB Masonry and Specialized Building Products Pty Ltd.

### THE EXPERIENCE

During the 2000s Brickworks Limited started down the acquisition path with a series of major purchases that included Bowral Brickworks, Eureka Tiles and Bristle Limited. Floor and Roof tiles are now part of the extensive array of building materials offered by the group.

The rapid expansion and extension of offerings means Brickworks Limited has had to keep up with growing customer demand. National Credit Manager, Lyn Lowder began using CreditorWatch and ApplyEasy in 2012. Over 18 years, Lyn has witnessed the company expand from manufacturing bricks in New South Wales and

**“We can have an account application processed, approved, registered with PPSR, opened in our system and the customer sent a welcome pack within 15 minutes of receiving the applications online”**

Lyn Lowder  
National Credit Manager  
Brickworks

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Queensland, to becoming one of the largest building suppliers in Australia.

Since implementing ApplyEasy in 2012, Brickworks have benefited from a faster application turnaround. Recalling the series of acquisitions from the 2000s, Lyn commented: *“Having ApplyEasy back then would have been simply brilliant.”*

*“The application process is so much easier to manage online. We have complete visibility and there is no chance of an application being misplaced”.*

Lyn likes that their branded credit application process is hosted and managed by CreditorWatch, reducing internal IT costs and complications. **Brickworks Limited have also saved 75% as a result of using CreditorWatch over other industry products.**

### THE BENEFITS

- ✔ A unique URL for the business is hosted and managed by CreditorWatch (brickworks.applyeasy.com.au)
- ✔ ApplyEasy sends trade reference requests as they are entered by the customer
- ✔ Provides automated credit decisions based on information linked from CreditorWatch, for example: approve, reject or refer
- ✔ A faster application turnaround and improved customer experience
- ✔ ERP/CRM integration – All information submitted by a customer is automatically uploaded into the Brickworks ERP
- ✔ Minimal cost compared to other reporting agencies
- ✔ Eliminated up to 3 days a month in administration and significantly reduced data entry errors
- ✔ Set up and on-going support provided by a customer focused team at CreditorWatch

### About ApplyEasy

ApplyEasy is a personalised, fast and secure online credit application form. Powered by CreditorWatch, it simplifies the credit application process for credit managers and sales teams, eliminating the ability for customers to leave important information blank and reducing the time it takes to manage credit applications, thereby shortening the sales cycle. Whether your company brings on 5 or 5000 new customers a month, ApplyEasy can work for you.

**For more information, visit [applyeasy.com.au](http://applyeasy.com.au)**

### About CreditorWatch

CreditorWatch is a commercial credit reporting bureau with over 50,000 customers, from sole traders to ASX listed companies. CreditorWatch provides credit risk information on any entity in Australia and assists creditors by monitoring and sending alerts for risk indicators that may affect a debtor's repayment ability.

**For more information, visit [creditorwatch.com.au](http://creditorwatch.com.au)**