



CASE STUDY

CLIENT:

Killarney Auction Mart:

OBJECTIVE:

Transition to Newline Auction Software

DECISION MAKERS:

Allan Munroe (Owner)

Tammy Munroe (Owner)

Killarney Auction Mart's existing software was losing support, making a reliable replacement essential for their continued success.

Allan and Tammy Munroe, the owners, were determined to find a solution that would not only replace their old system but also introduce efficiencies and improvements in market operations.

At the LMAC event in May 2024, Allan met Newline's Managing Director, PC Jones, and IT Director, Simon Jones. Their open and transparent approach impressed Allan, particularly as they clearly outlined how Newline's system worked and addressed any concerns. They showcased how their software was successfully implemented in Canada and internationally, including New Zealand and the UK.

Initially, Allan and Tammy were hesitant about working with a non-Canadian company but were reassured by Newline's track record with Canadian customers. They were eager to enhance their market experience for both staff and customers, specifically mentioning the desire for a TV in the auction ring, something their previous system couldn't provide. Newline enabled this feature, leading to increased customer engagement and better sales results.

Building Confidence in Newline

Allan, being well-connected in the Canadian livestock market, sought feedback from an existing Newline customer. This conversation, along with Newline's LMAC presentation, confirmed their confidence in the new software. Allan praised the presentation, saying it "fully engaged us in discussions with others."

Smooth Implementation

The Munroes were highly satisfied with Newline's implementation process. From the moment they signed the order, Newline's team ensured every detail was addressed, asking thorough questions to fully understand Killarney's market operations. Regular meetings and well-coordinated tasks kept the project on track, with no delays.

Killarney used a local hardware provider, and Newline's willingness to collaborate with them made the transition seamless. Allan and Tammy described the service as "simply superb."

In the two weeks before the Go Live date, Simon Jones was onsite, ensuring everything ran smoothly. Allan and Tammy appreciated Simon's hands-on approach, noting that he resolved any minor issues promptly and with ease. His presence gave them confidence, making the transition stress-free.

“ We have installed an entirely new system. It is naive to think there would be no issues. There have been. Those issues however - have been dealt with promptly and efficiently. When issues arose during a live sale, the phone was answered immediately, and the problem was solved. Newline responded as though it was their sale and understood the urgency. Anyone who runs live sales knows this is crucial! ”

Contact Information