

# Ironbark in Action



## Matilda Fuel Supplies uses Ironbark Fuel Software...



### Company Profile

Matilda Fuel Supplies was established in 1982 with the aim to store, distribute and sell petroleum products in the wholesale and retail sectors of the Queensland petroleum products market. Today, they have over 45 fully branded service stations throughout the region providing quality fuel and ancillary goods to traveling motorists and industrial end users.

### Business Issues

Experiencing a period of significant growth, Matilda recognized the need to update their business management systems in order to maximize the growth and development of the company.

As well as improving information flow throughout the company as a whole, they were keen to improve efficiency by implementing new software technologies.

### The Solution

Following a thorough selection process, Matilda selected the Ironbark Fuel Management Software system.

### Why Choose Ironbark?

Matilda Fuel Supplies identified their reasons for choosing Ironbark as:

1. Experience in Fuel Distribution Software Systems
2. Experienced Development Team
3. Use of new technologies
4. Seamless Integration of Modules
5. User Friendliness including GUI windows interface
6. Improved Efficiency and Service Levels



### The Benefits

Since the implementation of Ironbark in July 2003, Matilda Fuel Supplies have experienced the following benefits:

- Streamlined Processes
- Speed & Accuracy
- Timely Reporting
- Helpful service from Ironbark

***“The solutions supplied by Ironbark have assisted in the total management of our growing fuel operation. It easily integrates with our front of house system and is a reliable, robust and easy to use package...”***

**Kavin Deoji,  
Administration Manager –  
Matilda Fuel Supplies**



Matilda Fuel Supplies Case Study