



ACCREDO KEEPS THE SHOW RUNNING SMOOTHLY FOR SOUTHLAND'S PREMIER AV COMPANY

From Garage Beginnings to Southland's AV Leader

Sono Sound Systems has been part of Southland's story for more than half a century. Founded by John Pay in the 1960s, the company is now run by his sons Robert and David, who continue to grow the business while staying true to its heritage. From school productions to major concerts, Sono has built a reputation as the region's go-to sound and AV provider.

Paper Trails and Booking Headaches

Behind the scenes, managing bookings, equipment, and invoicing became increasingly complex as the business grew. For years, the team relied on diaries, spreadsheets, and paper notes. As Robert recalls, the accounting system was "pretty basic", and reporting was almost non-existent. With more events and more gear to manage, the manual approach was no longer sustainable.

Before Accredo, the team faced constant juggling. Bookings were scribbled in diaries, equipment lists were kept on scraps of paper, and accounting was handled in a basic software package with limited reporting capabilities.

With multiple staff taking calls and jobs coming in from every direction, the risk of double-booking gear or losing track of commitments was high. Even something as simple as knowing which microphones were available on a given day required manual checking. As the business grew, this patchwork approach became increasingly unsustainable.

Tailoring Accredo to the Sono Way

That's when Accredo came into the picture. Long-time contact and Accredo Qualified Support Person (QSP) Andrew Joll knew Sono well and suggested the system to bring structure and efficiency to their operations. He guided the team through the transition, upgrading their network and tailoring Accredo to their way of working.

Andrew explains: "Job Costing is their main module. They do all their quoting through it, track profitability, and use the reports to make sure they're not overbooking gear. It's really the nerve centre of how they run."

ACCREDO KEEPS THE SHOW RUNNING SMOOTHLY ... Continued

Beyond the initial setup, Andrew continues to play a vital role in Sono's success. Robert describes him as the person they call whenever something needs fixing or re-thinking: "Any time there's a major issue, he's straight into it. He'll alter the system this way or that to make it work smarter for us—and away we go."

Having a knowledgeable QSP on hand means Sono can adapt Accredo as their business evolves, confident that they'll always have support close by.

With Andrew's support, Sono moved from paper-based processes to a fully integrated system. Job cards became the hub for quoting, invoicing, and tracking equipment, while customised fields and reports gave the team the flexibility they needed.

Reports That Keep the Business on Track

The impact has been significant. Instead of juggling paper records, Sono now has a single system that connects everything—from bookings and stock levels to invoicing and reporting.

Robert notes that Accredo has streamlined daily operations: job cards flow seamlessly into invoicing, equipment lists are easy to generate, and over-booking alerts prevent costly mistakes. He also highlights the flexibility of reporting, with daily job summaries, weekly toolbox lists, and tailored end-of-month reports.

Beyond the operational gains, Sono now uses Accredo's management reports to keep the business on track. Each month, the directors review profitability and productivity data with their advisor, ensuring they're not just relying on gut feel but making decisions backed by clear evidence. This has been especially valuable during challenging times like COVID, when having accurate data helped the team navigate uncertainty.

As Robert puts it, the system has given them confidence: Accredo provides "lots of information at hand" and ensures the business runs smoothly, no matter how big or small the event.



Keeping the Show on Track, Every Time

From its humble beginnings in John Pay's garage to becoming Southland's premier sound and AV company, Sono Sound Systems has always been passionate about delivering remarkable experiences. With Accredo, they now have the tools to match that passion with efficiency and control.

Accredo helps small businesses like Sono focus on what they do best: delighting customers and keeping the show on track.