FINDING A BUSINESS MANAGEMENT SYSTEM THAT **DELIVERS** AS MUCH AS YOU DO.

Greentree
PRIMED FOR BUSINESS

Greentree's ultimate guide to choosing an ERP software solution for your warehousing and distribution business.

Brought to you by

hoge100

WE DELIVER MORE –
SO YOU CAN TOO

> Just like you, we want to deliver in full and on time.

If you work in warehousing and distribution, delivery is your business. It's ours too.

Like you, we want to deliver in full and on time – not to mention under budget. The difference is, we're delivering software solutions, while you could be delivering anything from apples to zimmer frames.

We know that you're always looking for ways to improve delivery – which also increases profits and productivity. In our experience, one of the best paths to better business is Enterprise Resource Planning (or ERP) software. But it can be a big investment, which means it's not a decision to take lightly.

This guide is designed to help you learn more about ERP software, so you know what you need and what to look for. We've included simple explanations and case studies to help you understand the issues and benefits of an integrated business management system for distribution and related businesses.

It's all about finding ways to deliver better productivity, better profitability, better engagement, and more business.

CONTENTS

Selecting an integrated business management solution isn't easy. This eBook is designed to help give you a better understanding of what ERP software can deliver, with benefits, case studies, and some ideas about what to look for.

DELIVERING BETTER PRODUCTIVITY:
FILLING THE GAPS

Improving productivity is something most businesses aim for - but what does it really mean?

For a warehousing and distribution company, improving productivity comes down to three interlinked areas:

1 Reducing errors
2 Automating manual tasks
3 Shortening your delivery cycle

Whether you're looking for improvement in one of these areas, or in all of them, an effective ERP system can help.

An integrated system gives you a central, accurate, and accessible source of data - which is essential when it comes to reducing costly errors.

Everyone, from your sales people to your field staff to your picking team, should be able to draw on your data in real time, without having to re-enter it or change anything. Accessing data on mobile devices makes this even easier.

But it's not just about having the correct information. It's about connecting the dots across your supply chain. Complete visibility and control lets you accurately

forecast demand and make better purchasing decisions so you always have the right goods, in the right quantity.

You'll be able to analyse how to make the most effective use of your warehouse space so that high volume goods are in the prime picking and packing positions.

The next step is automating as many operational processes as possible. This can mean building rules and alerts into your system so service standards are met and gaps or cracks are filled. This frees everyone up – instead of pushing information from one place to another, they can focus on adding value in areas that need their immediate attention. Rather than being limiting, an automated system should be able to take care of 80-90% of the grunt work, which frees you up to do the real, value added work.

The information you have and the processes you create are only effective if everyone can access, understand and act on them. A single, accurate version of the truth, built into a responsive and easy to use system, is what every business should be looking for.

GRIFFITHS EQUIPMENT CASE STUDY:
WHEN 99.5% DIFOT ISN'T ENOUGH

Handheld devices allow live picking as orders come in, while scanning technology ensures the correct items are picked every time.

Griffiths Equipment Ltd is a New Zealand-owned and operated importer and supplier of quality automotive products and services. They've been in business for more than 30 years. Tracking at 99.5% DIFOT wasn't good enough for Managing Director, Peter Griffiths. Implementing Greentree© has seen the company move to a zero error rate by ensuring its warehouse staff pick the correct items every time.

"Our error rate was about 200 lines wrong out of 40,000 per month" says Managing Director Peter Griffiths. "It wasn't bad, but nevertheless that's 200 things you have to fix up."

Fixing up a botched order meant either retrieving the incorrect shipment, or getting the customer to send it back, re-picking, packing and despatching, freight-free. The extra costs (about $25 per order) and wasted time were bad enough for Griffiths Equipment, but customer relations suffered too. One customer began imposing a financial penalty of $140 per error. This is becoming a more common practice in the goods and services sector.

"The cost is immaterial, really," Peter says. "I think the point is the time involved and the desire to be 100% accurate."

Griffiths Equipment needed something that would slash those instances of human error. A demonstration of Greentree's Mobile Warehouse Operations Suite convinced them that they'd found the answer and within a month of implementing the system, errors had dropped by 80%.

"Greentree will lead the way to deliver however we need to in the future."

> **" The desire is to be 100% accurate.**

DELIVERING MORE SATISFACTION: CREATING CUSTOMER EVANGELISTS

> " Satisfied customers are your best sales force.

With an ERP system closing gaps in processes & improving accuracy, you'll definitely see bottom line gains, but there's another upside – increased customer satisfaction.

Delivering satisfied customers a fantastic experience can turn them to evangelists.

Putting DIFOT to one side, this means your people need accurate customer information and order history at their fingertips. It is equally impressive if your team can track down an urgent stock request from another warehouse or offer up a suitable replacement while the customer is on the phone. It's also the little things: everyone appreciates receiving an email when their order has been despatched, and being reminded to reorder – even if it's clearly system generated.

This heightened satisfaction isn't just about your customers, it's about your suppliers too. If you can accurately forecast demand, you'll avoid constantly pressuring them with late and urgent orders. Increasing your accuracy over a period of time will result in you becoming a favourite customer because of it.

Equally, being able to integrate with them using EDI makes trading seamless, particularly if your system automatically reorders stock when a pre-determined threshold is reached.

Customers also value being recognised by the person on the other end of the phone. If they're dealing with multiple touch points in your organisation, your ERP system should be able to capture the key conversations everyone is having. That way your right and left hands will look like they're talking – and know what they're doing.

Your staff will be a lot happier too, since they can focus on the parts of their job where they really can add value. That generally means delivering exceptional service to your customers and suppliers, which will set your business apart.

INTERAUST FOODS CASE STUDY:
SMALL CHANGES, BIG IMPACTS

"The amount of time that Greentree has saved everybody has been enormous. I'd say we're light years ahead of where we were."

When you're importing 10 - 15 thousand tonnes of raw materials every year, and selling them on to a customer base of several hundred manufacturers, small mistakes can have a huge impact.

Interaust Foods Limited were experiencing more and more small, costly mistakes, as Financial Controller Tony Fraser explains.

"Our business systems were antiquated, with staff compiling screeds of figures on Excel spreadsheets. We were never quite sure whether or not we had the stock to fill the orders."

Since implementing Greentree's integrated ERP system, life at Interaust has been easier - and more productive. "The ability to simply attach documents in Greentree has made a huge difference," Tony enthuses. "It's now our one-stop shop for whatever we want to know."

He estimates that pricing errors have dropped by more than 90% since implementation. The live visibility delivered by Greentree's Workflow desktops ensures that Interaust's processes are streamlined and trouble-free - from sale to release to dispatch and invoicing. The system delivers accurate monitoring of incoming shipments, and automates time-consuming exchange rate fluctuations. It's all about making things easier and saving time, so staff can focus on working with customers rather than on repetitive paperwork.

Tony says: "The amount of time that Greentree has saved everybody has been enormous. I'd say we're light years ahead of where we were."

❝ It's about making things easier and saving time.

DELIVERING PROFITABILITY:
MAKING LESS DO MORE

Profitability might be the goal, but ultimately your customers reap the benefits.

Improving your profitability could mean increasing your margins, cutting operational costs, or increasing sales revenue. Effective, integrated business management software can help make this a reality by improving the way your business works:

- **Process a higher number of goods** without increasing your staff numbers. If you can actually reduce your staff numbers, your margins will be even higher.

- **Optimise your stock holding.** An effective ERP system lets you manage stock effectively across all your warehouses without switching systems, giving you minimum and maximum stock levels, economic order quantities, and the real-time data you need to order accurately. You should be delivering the greatest value per cubic metre of warehouse space.

- **Optimise where and how goods are stored.** This means making the fastest moving stock more accessible, and knowing which products are likely to be sold together, reducing time and effort for your pickers and packers.

- **Deliver in full on time, every time.** Without an integrated ERP system, there is always a gap or flaw in the system that lets errors go undetected. Every time the wrong product is delivered, or wrong price charged, it costs you money and time to put it right.

- **Get your pricing right.** If you're managing a large number of SKU's with frequent price fluctuations, being able to make bulk updates is crucial. You should be able to change pricing on the spot to reflect changes in supplier costs, foreign exchange, or special discounts for customers.

- **Do everything in bulk** – including stock release, automatically generated packing slips, even bulk invoicing – saves you time and money.

Profitability is the goal of all this, but your customers also reap the benefits. In an industry where direct referrals are still a big driver for business, a reputation for stellar service delivery and accuracy leads to more business – which leads to more profit.

TATA LTD CASE STUDY:
SAME STAFF, MORE THROUGHPUT

"It's now much easier to keep our clients informed and Greentree's total integration means we're also saving time."

Tata Ltd is the London-based procurement arm of the Indian global conglomerate, Tata. Its massive worldwide interests include the steel, chemical, automotive and power industries. Established in London in 1907 as the conglomerate's representative in Europe, it has become a service provider for many Tata companies.

Its London offices process upwards of 4,000 orders a year from the company's headquarters in India, generating over 5,000 shipments worth £160-200 million. Each order requires its own set of documents, which include shipping instructions and insurance.

"Since the introduction of Greentree we've had about a third increase in our workload, and yet we haven't had to increase " Kamal Desai, Tata Ltd's Procurement Manager says. "We can answer queries from our customers about the progress of orders without having to say, 'give us a couple of days while we try to find the files'."

Staff at Tata's offices in India, China and the USA access Greentree through remote online desktops, so that orders coming in from different timezones can be checked and approved as soon as the London staff log into the system.

Kamal also reports "massive" time savings in generating monthly, quarterly and annual reports, A three to four day task now takes only a single day.

Kamal says today he feels "Greentree has made us more efficient. It's saved us time, and it's allowed us to service our customers in a more professional manner."

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> " Saving time and servicing our customers in a more professional manner.

GREENTREE WHO?

Tata Ltd was sticking its neck out when it chose the relatively unknown Greentree for its new ERP system.

"Greentree's lack of profile was an issue particularly with our higher management," says Procurement Manager Kamal Desai.

"Immediately the questions came. 'Who are they? What do they do? Why aren't we going for SAP? Everyone uses it'," Kamal recalls. Today he says he feels vindicated in his decision, and pleased that he made the effort to check Greentree carefully.

DELIVERING
OPERATIONAL INTELLIGENCE (OI)

WHAT IS OI?

Operational Intelligence is about tapping into data and business processes to change actions in real-time across the entire fabric of your business. It's about systems that use information to streamline processes and make sure there are no gaps or cracks in how your business operates.

Setting rules and alerts to catch order or invoice exceptions is one way a good ERP system can help your staff generate Operational Intelligence.

Some events you might want to set alerts for are; a sales rep putting in an order with a margin that is too low, an order that takes too long to move through the system, or when one picker's error rate is much higher than the others. These are all things the system should flag as they occur, so you can act before they have a negative impact.

An effective ERP system can also make those tricky purchasing decisions easier. By bringing information about price points, forecasting, buying patterns, and even market trends together, an integrated system makes it easier for your purchasing team to make the right decisions. Building this capability into your system ensures that the same rigour is applied to all your purchasing decisions and can be regularly reviewed as your market changes.

The ability to track information is also imperative – at a company and individual level. Ideally you should have a comprehensive dashboard that let you manage everything in a single view. You'll spot alerts and respond to any issues as they occur. An ERP system usually lets you

track stock holding, DIFOT targets, revenue vs costs and customer buying patterns, but you should also be able to customise your dashboard to reflect what is important to your business.

Finally, making the right decisions is just as important at the front end of your business. Your sales team needs to be directly connected to the supply chain so they can see where the highest margins are and what discounts are possible. This means they can focus their efforts on shifting slow-moving product if required. You can be as efficient as you like, but if your sales and marketing team aren't creating demand, then it is all for nothing.

HALIFAX VOGEL GROUP CASE STUDY:
OI IN ACTION

Greentree's total integration provides live visibility of inventory across facilities nationwide, and delivers intelligence that enables better decision-making.

Halifax Vogel Group (HVG) has branches in Australian mainland capital cities, the Gold Coast and Queensland. Its turnover is in excess of $100 million and it has around 200 staff.

HVG imports and distributes a broad range of industrial products, including building facade materials, graphics media, industrial and decorative fabrics, engineered stone and decorative building products. It processes around 6,000 to 6,500 invoices per month with about 10,000 line items.

As Managing Director Bruce Rayment explains, "our customer base is broad, we have a lot of stock-keeping units and a lot of small orders being distributed.

"The implementation of any ERP system for a business is about providing quality information for staff to make good decisions every minute of every day in various parts of the business.

Greentree enables all of our people to make better decisions every day."

Watch HVG's Operational Intelligence story for yourself.

> " Greentree enables all of our people to make better decisions every day.

DELIVERING
BUSINESS INTELLIGENCE (BI)

" A critical tool for those in the driver's seat making long term decisions.

If Operational Intelligence is all about the 'here and now', Business Intelligence is all about tapping into data that you already have to make better business decisions.

This can include tracking seasonal trends to help predict staffing, production and ordering variances or building a history of foreign exchange fluctuations to create more accurate forecasts. Being able to make highly accurate comparisons of the same items from different suppliers can help you understand their strengths and weaknesses, like availability versus price. Dealing with one supplier might be cheaper, but comes with a raft of headaches like late delivery or faulty goods. A good BI system – part of any good ERP system – will make this crystal clear.

Not everyone in the organisation is going to use this information, or even want it. But for those in the driver's seat it's a critical tool for bringing together all of the data an integrated ERP system can provide – then cutting and dicing it in ways that make sense to you.

The system must be intuitive enough for everyone on your executive team to use, while also displaying the information in a way that makes immediate sense to everyone – no translation required.

EASIYO CASE STUDY:
SLICING THROUGH THE DATA

Whilst the 'live' cultures in yogurt go in to battle for healthy inner-space, Greentree IQ (powered by QlikView) analyses 'live' data for smarter mind-space.

EasiYo is a market leader in make-it-yourself yogurt and exports more than half its product range worldwide. The need to garner valuable insights from geographical and demographic data and predict sales trends is vital.

EasiYo General Manager, David Granger, concedes that although he was confident Greentree's business intelligence tool (Greentree IQ), would enable deeper analysis, he didn't become fully aware of the tool's real potential until he started using it for analysing company sales trends.

"We can now drill down to different levels of detail, which in the case of supermarkets sales data, can throw up anomalies which Greentree IQ* makes sense of."

"Greentree IQ* enables me to slice, dice and filter data to discover, for example, why there's been a 5% movement up or down in a particular product category."

Sometimes the reasons are surprisingly simple and easy to fix, like supermarket staff moving the product to another location or shelf height. Having that visibility means they can take steps to change things.

"Furthermore, with dairy prices spiraling worldwide, the need to constantly review margins, pricing and sales trends becomes enormously important."

*powered by Qlikview

> ❝ Greentree IQ* enables me to slice, dice and filter data.

DELIVERING MORE ENGAGEMENT:
GETTING YOUR STAFF UP TO SPEED

" Staff are empowered to make that extra effort to hit targets.

A good ERP system is unlikely to motivate your disengaged employees, but it will ensure you know when they're dropping the ball!

According to one study, only 13% of your employees are actively engaged in their jobs. Around 20% are actively disengaged – which leaves a substantial 67% in the middle, who are partially engaged and looking for more.

For the majority that sit in the middle, any tools you can provide to make them more engaged is going to have massive benefits, not just in productivity but to minimise staff turnover (another hidden cost) and maximise job satisfaction.

An effective ERP system does this in three major ways. First, removing the drudgery and repetitive tasks from a job doesn't just make things more interesting, it also frees up your staff to do work that adds value. Even simple things like not having to print orders or calculate discounts can make a big difference.

The ability to measure impact can also make a huge difference to job satisfaction. It's immensely satisfying when a team or individual can see that they've hit a DIFOT target or increased sales. If this information is accessible

and visible, staff are empowered to make that extra effort to hit targets – rather than simply being told after the fact.

Finally, it is much easier to have meaningful discussions at both a management and operational level if you are all sharing the same version of the truth. If your sales manager can see which goods aren't moving or your financial controller has the same view of product margins that you do, then any discussions you have with them are going to start with the same base line data. An underperforming line manager will know exactly why you're coming to him or her, because they can see the issue just as clearly as you can.

SEEKA CASE STUDY:
THE BENEFITS OF SMARTER DATA

Automating most administrative tasks has saved truckloads of time and reduced costs, while also paving the way for staff to take on new, extended responsibilities.

If you're eating a kiwifruit, there's a good chance it originated with Seeka. As New Zealand's largest supplier and exporter of kiwifruit, Seeka is a major force in the global market.

They pick, pack and store over 26 million trays per annum, while also side-leasing about 1,200 hectares of land from kiwifruit orchardists under profit sharing arrangements. All this adds up to a complex and large-scale, multi-faceted operation.

What Seeka needed was a single integrated system with significant job costing capabilities to cost and on-charge orchard costs. Other priorities included the need to reduce administrative costs by eliminating manual processes, along with improved financial reporting to better inform management. With Greentree, Seeka has been able to establish a business management system that can seamlessly run both sides of the business.

Staff found Greentree easy to use and have adapted to it with little (if any) training time. Automating most administrative tasks has saved truckloads of time and reduced costs, while also paving the way for staff to take on new, extended responsibilities.

Seeka staff are enthusiastic about the benefits of the new system which delivers "a million times better reports" than the old one. They also comment that the best thing about the integration of all the Greentree modules, is that it "just works".

"Greentree allows us to work together more effectively and therefore more efficiently with much smarter data – no more double entry and there's so much more we can do."

" It delivers a million times better reports.

DELIVERING GREATER GROWTH:
PRIMING FOR THE FUTURE

> **"** You'll have access to accurate timely data that you can rely on to promote business growth.

Streamlining operations and compliance makes it easier for you to work to industry best-practice standards.

An integrated system helps you run your business more effectively.

This is beneficial to staff and customers in the short term, and promotes business growth in the long term.

Here are some of the key benefits a good ERP system can deliver:

- **Improved operations:** An effective, integrated system gives you certainty around the integrity of your business data, financial management and business processes.

- **Regulatory compliance:** ERP lets you build HR regulations, health and safety and any other industry specific standards into the software, so you maintain compliance – and can prove it.

- **Retaining business knowledge:** ERP lets you retain internal process knowledge, so it's not lost when staff leave.

- **Working to best-practice standards:** Building operational intelligence into your systems and processes lets you maintain these standards - and means that anyone buying the business will be able to maintain the same standards in the future.

- **Governance:** To make good business decisions, you need good data. With an effective ERP system, you'll have access to accurate, timely data that you can rely on.

TUSTING CASE STUDY:
PERFORMING BETTER THAN EVER

"Greentree enables us to focus on the core activities to build the business. Without it we'd really be struggling now; with it we've got fantastic opportunities ahead of us."

Tusting's luxury leather bags and accessories are sold worldwide.

Tusting lacked visibility of its global business. Inventory control was an ordeal and there was too much paperwork. With Greentree, all stock is now visible, order errors and paperwork are slashed, and reports can be generated in minutes, instead of days.

The need to diversify, to manage stock better and have greater visibility of performance led Tusting to shop for a new business system. Hoge 100's expertise matched with Greentree's flexibility and storage capabilities won the day.

Since then, Tusting's problems have largely disappeared. "It's allowed us to build a more organised structure within the business around using that data," says Alistair Tusting, Production Director. "It's now clearer what needs to be done for each department. It's enabled us to move from simple management to actually improving the way we run the business."

Paperwork has shrunk significantly because all the data is visible instantly in Greentree and is largely managed electronically. The company's designers are now also able to add electronic specifications sheets for products into Greentree, which has helped to reduce errors in orders.

The company now has live visibility of thousands of square metres of products in its various locations, can instantly see the status of their stock orders, purchase orders, production and inventory. This has resulted in increased efficiencies throughout their distribution process, allowing them to recently expand into China.

" It actually improves the way we run our business.

GREENTREE:
PRIMED FOR YOUR BUSINESS

" Powerful business software that not only grows with you, it lets you work it your way, from anywhere you want to work.

Delivering business growth, productivity, engagement, efficiency, and profitability isn't easy. But it is possible with Greentree ERP Software.

A fully integrated, single database solution, Greentree delivers great value to over 10,000 companies all over the world.

With more than 80 integrated modules offering a multitude of business functions, Greentree can be hosted in the cloud or on your premises, and offers a full range of security and back-up options. Its Windows client and browser-based platforms sits side-by-side delivering a unique user experience across multiple devices.

A proven performer, Greentree is the preferred choice of a number of large global businesses – including brands like TATA UK, Mazda NZ, Ryman Healthcare, Dynea and Seeka.

Greentree delivers for these businesses, and could deliver for you too.

Greentree4, Warehousing and Distribution modules include:
Financial Management
Inventory
Sales and Delivery
Purchasing
Quality Control
Supply Chain
Mobile Warehouse Operations
Material Requirements Planning
WebStore
EDI
eRequisitions

Other modules that could work for your business include:
CRM
Job Cost
Greentree4Sales-Mobile
Greentree IQ (Powered by QlikView)
Retail POS
HR & Payroll

HOGE 100
WE DELIVER

We are passionate about what we do and invest our time in assisting you to deliver better productivity, better profitability and more business.

Having been in business for over 25 years, our consultants deliver a combination of first-class ERP software expertise with in-depth knowledge of the distribution industry. We believe that your business solution must be prepared for the future, as well as right for today.

Our customers like us because we go the extra mile to provide first class support. We are genuinely excited by helping you to streamline your processes, bringing new ideas and breathing new life into your organisation.

Our solutions improve performance, engagement, and reporting. You will drive exponential growth by unlocking potential through improved insight and efficiency.

We will work with you to constantly improve and simplify your business processes so that your solution delivers maximum value and a continual return on investment.

We are in this for the long term, now is the time to join us and become part of our Greentree community.

> " Hoge 100's commitment to the (implementation) process was as good as we could possibly want it to be.

Alistair Tusting,
Production Director
JR Tusting Ltd

hoge100

WHAT NEXT?

Want to know more about how Hoge 100 can make a difference to your organisation?

Get in touch with us today

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