

CASE STUDY

CLIENT:	Seed Distributors
INDUSTRY:	Agriculture, Wholesale & Distribution
LOCATION:	Australia
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	Axsys

Forage business discovers you don't need to go down the bespoke route to get the right system.

Overview

Seed Distributors is one of the largest producers of seed in Australia.

With a reputation for securing the best genetic material available, the company's aim is to help develop superior forage cultivars for the benefit and profitability of Australian farmers.

Seed Distributors' success has been built on the unrivalled service it offers. Maintaining that level of service, however, relies on total managerial visibility across the business, and that's not something they've always had.

It all started with a sign...

Seed Distributors' first experience with business management software began when Ann Damin, the company's director, saw a sign for Premier on the back of a bus. An accountant had already suggested she try the system so she rang MYOB and took a day course.

Six years later however, Premier started to feel stretched.

"We like to send a single statement to our customers' head offices every month, rather than one to each of their branches" says Damin, "and Premier couldn't do that.

"Premier doesn't allow stock to be handled from multiple locations either - something else we desperately needed it to do."

The need for a bespoke system

In an attempt to address these issues, Seed Distributors began discussions with a bespoke software developer.

"We actually got quite a long way down that road before a fellow seedsperson suggested we look at MYOB EXO for Business (EXO). They'd recently installed the system and loved it."

So Seed Distributors approached MYOB's Adelaide-based Enterprise Solution Partner Axsys.

"As soon as we spoke to Julian at Axsys, we dropped the idea of having a bespoke system built altogether," says Damin.

"He came out, did a demonstration and explained costs. It was clear at that point that EXO was the right system for us."

Support the way it should be

The build, according to Damin, was relatively straightforward. From the start however, Seed Distributors had a number of specific requests.

"We have a lot of price structures which means lots of debtor groups and price policies. So we asked Axsys to add different sales and stock reports to reflect that."

CASE STUDY

These days, Seed Distributors are less reliant on Axsys than they were at the beginning.

“We still have the odd report that needs amending,” says Damin, “but most of the time, it’s just nice to know they’re at the end of the phone.”

“The best thing about Axsys is the level of service you get from them.

“Quite often with support agencies, you end up speaking to a different consultant every time you call, and they know nothing about your business. Our consultant, on the other hand, understands everything about us because he’s been our designated contact from day one.”

Putting sales under the microscope

Since running EXO, Seed Distributors have noticed a huge improvement in several areas.

“EXO is particularly good for comparisons,” Damin explains.

“I can select a particular head office, for example, choose a time frame and then compare the sales of each branch under that head office side-by-side.”

EXO’s reporting is excellent for calculating rebates too, Damin says.

“We often offer customers rebates if they reach certain sales targets. Before EXO, we’d have to manually search lists to see who’d bought what. Now, we just configure our sales reports to flag up when customers have reached a target. EXO will even calculate the amount of rebate owed.”

Group incentives

Seed Distributors offer incentives to national rural merchandise groups too.

“We might say to a group, ‘If you encourage your members to buy seed from us, we’ll give you a set percentage of those total sales.’

“Where it used to be very difficult for us to know exactly when every individual debtor in the group had

made the required purchase,” says Damin, “EXO now alerts us automatically – which means we know the second a group is owed a payment”.

Easing the manufacturing process

When asked about other improvements, Damin says manufacturing in EXO is fantastic.

“We have stock in three different sites in Adelaide, and do a lot of custom mixing of seeds in each – depending on our customers’ precise requirements.

“In EXO, we can just set up the bill of materials and build from there. We can set the same amounts, or change the mix as we choose. It really makes life a lot easier.”

The long-term prognosis

Summing up EXO, Damin says the system’s ability to deliver so much information on stock and sales in one spot makes a huge difference.

“Being able to issue head office with a single statement and view stock locations has literally changed our lives,” says Damin.

But perhaps even more marked is EXO’s long-term prognosis.

“One of the reasons we decided to go with EXO was our assumption that a brand like MYOB would keep upgrading as they found better ways of doing things.

“That, combined with the ability to have new reports written for us whenever we need them means that we’re not limited by the constraints of an off-the-shelf system. If we decide to take our business in a new direction, we can – without having to shell out thousands of dollars for new software. And that’s good to know.”

Client and Partner Contact Details:

www.seeddistributors.com.au

www.axsys.com.au



AUSTRALIA

Call 1300 555 110
Email exo@myob.com.au
Web www.myob.com.au/enterprise

NEW ZEALAND

Call 0800 696 239
Email exo@myob.co.nz
Web www.myob.co.nz/enterprise