

MYOB Exo

Client Eeny Meeny | Location New Zealand
Product MYOB Exo Business | Industry Retail, Supply Chain & Distribution



MYOB delivers efficiency geared for growth

Eeny Meeny sells school stationery and office supplies to customers throughout New Zealand. After years of doing most of its financial and order management manually, it purchased MYOB Exo, in order to handle substantial business growth.

Problem

Manual labour becomes impractical

Eeny Meeny's warehouse in Christchurch dispatches hundreds of orders every day, most of its customers being schools and parents of pupils.

Our emphasis is always on providing a great customer experience, which we think is our competitive edge," says Director and General Manager, Kent Suckling. "Our goal when we launched back in the 1990s was to get supplies to customers in 24-48 hours – a service they weren't getting from other suppliers.

In its early days, Eeny Meeny relied on manual spreadsheets for its accounting and stock management. Kent has "painful" memories of how laborious that was. As the company's customer base and product range grew, management became more difficult. Eeny Meeny was troubled by lack of inventory visibility.

"There were so many inefficiencies back then, it's staggering looking back at it now," Kent recalls. "Stock checking was random – you can do it manually when you've got a few hundred lines, but when you've got thousands, it's impossible to manage effectively. We were playing catch-up a lot of the time and running out of stock – it was never up to date."

Concerns about running out of items led to over-stocking of various popular lines, which threatened to become a significant cost overrun. During its busiest time – Back To School – Eeny Meeny was taking orders by phone or fax, then passing them on to a third-party firm, which would key the orders into its stock control system. The inevitable delay between the placing, picking and dispatching of orders soon created a large backlog, with orders commonly running three days behind.

"You can't get away with that these days," says Kent. "The competition has caught up and are chasing us on service levels. We didn't have to look too far into the future to know that the current way we were operating was not sustainable."

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Solution

Venturing into ERP to fit special pricing policies

Venturing for the first time into the ERP space, Eeny Meeny went looking for a reputable business system that could start off by enabling in-house management of its debtors and stock control.

"We were comfortable that Exo could fill our requirements, and we were especially impressed that we were able to incorporate our special pricing policies," Kent says. Creditor control was added later, and the company set up an e-commerce web portal to allow customers to place orders easily.

"Our processing of orders is seamless now. The customer can just place their order and if a special pricing policy applies, the system will pick it up automatically."

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Outcome

Flexible integration is a breakthrough

Exo's flexibility also enabled integration with third-party software applications that handle specialised stock control, CRM and dispatch functions. Order details from the website are fed directly into Exo, which automatically updates details of prices and availability.

"Through some customisation and smart algorithms within Exo, we were able to produce POs based on history and we were keeping the stock flowing in without over-ordering," says Kent. "Meanwhile, our product range continues to grow and we're able to handle that growth."

At a glance, Kent can see which items of inventory need replenishment. If stock needs to be imported, he can see the range of products available at the click of a button. Exo also calculates the landed costs of imported goods.

Exo has boosted confidence in the integrity of Eeny Meeny's accounts and enabled an unprecedented depth of reporting.

"It's really easy to extract figures," Kent says. "We've developed some in-house expertise for running reports without external help. One particular process related to allocating payments from debtors, which involves lots of small transactions. Using Exo has probably saved about three weeks' work per year on just that one process."

For the future, Eeny Meeny is contemplating expanding its operations into the North Island – possibly opening another warehouse. With Exo, it has the confidence to add new product lines and continue improving its customer service.

"Exo holds the key to driving more efficiency because it's such a core part of the business," Kent concludes. "It's provided us a platform where we can continue to grow through offering a consistently high level of service – we'd never have been able to do that without Exo and we've had absolutely no regrets about choosing it."

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Before	After
+ Too much manual labour	+ Manual processes automated
+ Poor stock visibility	+ Live stock visibility
+ Backlog of orders piling up	+ Orders processed efficiently
+ Growth difficult to handle	+ Confidence for future growth