

# MYOB Greentree

Client Austral Fisheries | Partner Addax Business Solutions  
Location Australia | Product MYOB Greentree | Industry More



## MYOB Greentree's flexibility makes it a catch

Austral Fisheries is one of Australia's leading commercial fishing companies. It has interests in deep-sea fishing, at-sea prawning and seafood trading in both domestic and export markets. Austral has used MYOB Greentree ERP software capabilities for over a decade. Yet, as market requirements changed, and the business grew, Austral needed a system that adapted accordingly.

### Problem

#### Avoiding the snags of a fast-paced market

For the last ten years, Greentree has been fulfilling the company's needs, "It's a good, stable all-round system that has met our special needs with some innovative approaches," Greg Johnston, CFO and Company Secretary of Austral Fisheries says.

Austral Fisheries increasingly needed remote access to a real-time environment to enable its sales team to better serve its expanding, increasingly complex business.

"The fishing part of our business is a 24/7 operation and is highly regulated. Coupled with our seafood trading operation, which has to be managed dynamically, we need business tools that can handle this sort of pressure," said Greg.

"This is a very competitive business that requires tight control of working capital and good customer service," Greg explains.

"With seafood trading, you have to be able to conclude business on the spot. You don't want to tell the customer you'll get back to them, or promise them product only to find there's no stock available."

The time came to make some changes to enable Austral's teams to be more efficient and dynamic when on-site, with accurate data being available wherever and however it's needed.

**"We need business tools that can handle this sort of pressure"**

### Solution

#### Getting on board cloud hosting and mobile capabilities

The first point of action was to move MYOB Greentree to an online environment, enabling management and staff to instantly access available data in any location, rather than relying on separate servers across many locations. With MYOB Greentree Sales for mobile, sales teams are able to access customer and other key functionality via any mobile browser, for greater efficiency on the move.

Sales staff can conclude deals, update the system and provide documentation on the spot, while management has a live view of business performance. Remote users in Cairns have complete online access to Austral's engineering depot to track costs and manage the refit of its prawn trawlers.

"Greentree4Sales means the sales reps can process orders and provide copies to the customer before leaving their premises. They don't have that backlog of paperwork and they can even do special deals right there and then," details Greg.

With the strict regulatory requirements around commercial fishing, any delay due to incorrect documentation means valuable consignments can be left sitting on the docks. The 'Approvals & Alerts' functionality ensures that stock levels – and customer credit limits – are checked before sales are finalised, and that all the necessary documents are completed.

Austral buys and sells in different currencies such as NZD, Yen, Rupee, USD and Euro. Using the Foreign Currency module, each supplier's account is tracked in a foreign currency. Invoices and other transactions are entered and processed with a range of reports which show the unrealised exchange rate gain or loss. "Greentree manages currency in both sides of the ledger well and makes it easier for us," says Greg.

**"Our sales reps need live information at their fingertips"**

## Outcome

### The solution for growing business demands

The diversified needs of Austral Fisheries have been accommodated with modernised MYOB Greentree functionality. Sales staff have been empowered with the tools to knock off deals quickly and get the paperwork efficiently dealt with.

"They can process supplier invoices, payroll details, and update the general ledger just once, and we will have all the information live on one system," says Greg.

"There's no double entry and one integrated system gives senior executives access to live and timely results, so business performance is constantly maintained and areas for improvement are highlighted."

With MYOB Greentree's Cloud capabilities the need to upgrade its on-premise servers has been removed. "This is an excellent cost saver," Greg says. With the expansion of its trading operation and the need for flexibility in the face of changing local and international markets and regulations, Austral Fisheries is confident that Greentree will continue to grow with it.

"The future is exciting, with our growth and diversification plans," Greg concludes. "Greentree will make the journey much easier, more enjoyable and assist the prospects for success."

**"Greentree will make the journey much easier and assist the prospects for success"**

Before	After
+ A server requiring an upgrade	+ Cloud-based platform
+ Access only on premise	+ Sales team access via mobile
+ Lag in updates of stock and sales information	+ Real-time visibility