

# CASE STUDY

CLIENT:	Beaver Liquor
INDUSTRY:	Food and Beverage Distribution
LOCATION:	New Zealand
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	Focus Technology Group

## NZ liquor business improves customer relations and gains better visibility on sales and stock.

### Overview

Beaver Liquor is a New Zealand owned and operated business. Since 2000, they've been distributing liquor to hospitality markets in the Southern Lakes region.

The company has two offices (one in Queenstown, the other in neighbouring Wanaka) and plays a key role in ensuring that local businesses are able to keep up with demand. A few years ago, however, restricted visibility on their own sales and stock threatened to prevent them doing that.

### Overload

At the time, Beaver Liquor was using QuickBooks software. Although popular, it was really only designed for small businesses.

"We were trying to push too many transactions through it," says Michael Morgan, General Manager, "and it just couldn't cope".

QuickBooks also wasn't designed to manage inventory, at least not to the level Beaver Liquor needed it to. So after a great deal of research, the company replaced QuickBooks with MYOB EXO Business.

### Looking for the complete package

"To grow as a business," says Morgan, "we needed a fully integrated stock, invoicing and finance package. We wanted something with a good reporting capability too, and EXO fitted our requirements just right."

EXO was also supported by Focus Technology Group, Beaver Liquor's existing IT support company, which meant there would be a degree of consistency – even with a change of system.

### Lots of clever stuff in the background

A few years on, Morgan looks back at how EXO has changed the business.

"The most obvious difference," he says, "compared with QuickBooks, is that EXO allows customers to interact with us as and when they require. That's not only a result for us in terms of better customer relations. It saves us a stack of time."

Morgan explains. "There are manufacturers on one side and customers on the other, both bound by volume- based agreements. As suppliers, we're in the middle.

"Before EXO, the easiest way for manufacturers to keep track on how much stock was being sold was to ask us."

Now – thanks to EXO, that data can be exported direct to the manufacturers automatically. Beaver Liquor is left out of the process all together, and that saves an enormous amount of administration.

"These days," says Morgan, "manufacturers can manage their obligations directly with the customer. All we have to do is make sure we keep the product going out.

"That's the really clever thing with EXO," he adds – "all the stuff going on in the background".

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## Counting the saved hours

Over the years, time saved like this has really added up. “I don’t know much exactly,” says Morgan, “but being able to generate information automatically has certainly helped us keep our staff numbers down.

“Because it’s so easy to produce reports in EXO, reporting to management is something that staff can do themselves, without losing focus on their operational roles. So there’s less need for administrative positions.”

## A system for us, and the customers

In recent years, Beaver Liquor has tweaked various aspects of EXO (with assistance from the Focus’ Group) to tailor it more closely to their way of working. One such tweak involved the bin coding of their warehouse. Historically, Beaver Liquor had housed their stock by variety – Chardonnay in one area, Sauvignon Blanc in another, and so on.

“We realised we needed to evolve to a system that told us exactly where to go for each specific product,” says Morgan, “so, working with Focus, we made the warehouse a hotel”.

Together, they bin coded everything, giving each product its own ‘room’. They then created fields for those bin codes in EXO and modified their pick sheets in the same way. The result, according to Morgan, is a system that works as well for the customers as it does for the business.

“We can print off a list in the order that makes picking easiest for us, then re-group the items on our invoices in the order the customer likes to see them. It really has been an exercise in adaptability – and it’s worked out very well,” adds Morgan, “thanks, in no small part, to the hard work of the Focus guys”.

The great thing about Focus, according to Morgan, is that they’ve known Beaver Liquor for so long now that they understand what the company needs out of the system.

“Admittedly, there were areas where they had to learn on the job how to adapt EXO to our particular requirements,” says Morgan, “but it’s fair to say Focus have always had a genuine interest in helping to resolve any issues we’ve had”.

## Real time data means better visibility

As far as Morgan’s concerned, EXO’s single biggest advantage is its ability to process data in real time.

“Once an order is placed,” he says, “it can be tracked right the way through the system, through every module, from purchasing to sales to finance. As soon as the transaction is completed, we know straight away how many units are on the shelf, who owes what, and what we’ll need to purchase to replenish stock – all without extra processing input from us.

“We’re not having to export data out of sales into finance, or calculate something in Excel. It’s all there.”

What that means, he continues, is that there’s visibility across the business – and that makes it possible to pay attention to the areas of operation that need it the most.

## A product that adapts to our needs

“Granted, we’ve tweaked the system over the years, and that’s required a certain financial investment,” says Morgan.

“You can interpret that one way: that we had to spend money to make it work for us. Or you can say we had a product that was flexible enough to adapt directly to our needs; a product that we didn’t need to augment with third party systems.

“That, I see as a positive,” he concludes.

## Client and Enterprise partner

[www.beaverliquor.com](http://www.beaverliquor.com)

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