

MYOB Greentree

Client A.S. Wilcox | Location New Zealand
Product MYOB Greentree | Industry Food & Beverage, Agriculture, Manufacturing & Distribution



MYOB Greentree adds big value for produce grower

A.S. Wilcox is a family-owned business, growing potatoes, carrots and onions in four locations around New Zealand, for the local market and for export. Its MYOB Greentree system fills its special tracking and reporting requirements, while the addition of eDocs has brought major savings in time and paperwork.

Problem

Specialised tracking and reporting needs

AS Wilcox employs about 190 full time staff.

"We're one of the biggest producers of potatoes, onions and carrots in New Zealand," says CFO, Bruce Rowe. Consumers' buying habits have changed over the years from buying bulk potato bags to smaller, more specialised potato packs that meet both their cooking and taste preferences.

Potatoes are Wilcox's biggest produce line and it markets them in a wide variety of pack sizes, cooking types and taste preferences. The orders are processed in two large packing sheds located in the North and South islands. Swift processing and accurate order tracking are essential.

"When we get an order it's generally got to be out the door within 24 or even 12 hours, and the orders are generally quite large," Bruce explains.

With a need for detailed batch tracking, and complex grower payment calculations, Wilcox gave the job to Greentree ERP.

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Solution

Trees deliver easily manageable information

Wilcox is a long-time user of Greentree, and Bruce admits there's still a lot more it could do with the system. When he joined the company, Greentree was being used purely for financial management.

"We used to do all of our sales reporting and grower payments outside of Greentree in an Access database, so I focused on making sure we could get all of that with the use of Greentree," he says.

The Access database required a lot of manual work and reconciliation to ensure the integrity of the data that was being imported into the ERP system. Capturing the data in Greentree enabled Wilcox to greatly streamline the process, using the system's transaction trees to handle all the company's GL and sales reporting.

"We make extensive use of the trees," Bruce says. "We report by customer group and product group. Each customer links in to different trees and we also define the different products we sell by certain trees and classifications. We also use them to do our grower payment calculations.

"The trees give you a lot of flexibility and they're quite user-friendly. You can change them yourself without having to pay a developer to do it."

"The trees in Greentree give you a lot of flexibility and they're quite user-friendly."

Outcome

Reporting simplified, paperwork slashed

A key Greentree benefit for Wilcox is its ease of integration with Excel, where all the financial reporting is managed. Wilcox's varying business cycles bear no relation to the standard financial year. Excel enables the company to create its own business cycles, and moving the data from Greentree into Excel is a quick and simple task.

"Being able to change the variables easily and then extract that data has been very valuable," says Bruce. "Greentree's flexibility has delivered significant gains for us. For example, if we decide to re-classify something by changing its tree, Greentree also moves all the historical information, so we can look at the impacts of changing that classification.

"Errors in data entry are greatly reduced, and having everything linked with all the draw-down capabilities within the one system is also a major benefit."

The addition of eDocs has delivered even greater efficiency, with AP paperwork virtually eliminated.

"The driver for the change was to get rid of paper and have an electronic approval system so we can enforce our approval hierarchy," Bruce says. "Time-wise, getting rid of the paper has been a massive achievement. We were just chasing paper all over the show and you couldn't enter an invoice unless you had the coding. Now we have a register of invoices, which makes them a lot easier to track."

Wilcox also adopted Greentree's Workflow desktops, enabling easier tracking of sales orders. Some special tweaking by the MYOB Partner enabled that all-important batch tracking.

"I've come from a background of systems like Oracle and SAP, and when I came to Wilcox and saw Greentree, what really appealed to me was its relative simplicity," Bruce concludes. "It made reporting and getting information via Excel easy and the cost difference from those other ERP systems is massive.

"Greentree delivers the sort of efficiency that any business today wants in an ERP system, at a cost-effective price."

"Time-wise, getting rid of the paper has been a massive achievement."

Before	After
+ Database calculations were slow	+ Data errors greatly reduced
+ Too much manual labour	+ Integration with Excel streamlines reporting
+ Too much paperwork	+ Data is easy to extract and manipulate
	+ AP paperwork all but eliminated via eDocs
	+ Transaction trees flexible and user-friendly