

# MYOB Advanced

Client Hentley Farm | Location Australia | Product MYOB Advanced  
Industry Food & Beverage, Entertainment & Tourism, Distribution



## Advanced connects Hentley Farm from vine to table

Boutique winery Hentley Farm's system requirements are anything but boutique. They cover the wine industry from grape to distribution, with all the complexity that comes with a multipronged business. With Advanced's ERP system connecting each part of the organisation, Hentley Farm has the information and automation it needs.

## Problem

### System too simple for complex processes

Hentley Farm grows and picks their own premium grapes, plus managing a bottling line and distribution warehouse to get their product out in the world. They also run a restaurant and cellar door – which adds retail and hospitality to the list of functions, and the complexity.

Tim Pengilly, the company's chief financial officer, says they quickly outgrew their existing system, MYOB's AccountRight Premier. "There were areas we needed that it just didn't have," says Tim. "We had a workaround to track stock locations – and the system worked, but there was a perception that it didn't."

Tim says the workaround was complicated, so human error meant "people had no faith in the numbers", he adds: "So I'd have the sales-support people off counting pallets of wine."

This manual process also meant errors easily crept in.

"If you're data-dumping and manipulating it, you're asking for trouble. Finding errors wastes so much time. And then if you're here at 11 o'clock at night, you end up with errors still there when it gets to the board – that's really embarrassing," says Tim.

Relying on spreadsheets to read raw data, the team wouldn't finalise monthly board reports until 2-3 days before the end of the following month. "We weren't getting information out quickly enough," explains Tim. "It was a nightmare."

**"We were relying too heavily on spreadsheets to read raw data and weren't getting information out quickly enough. It was a nightmare."**

## Solution

### A game-changing system

Hentley Farm needed a single system where data would be automatically collected in one place.

Although the company looked at other solutions, MYOB Advanced offered the right mix of functionality.

Tim was particularly excited by its capacity to show where stock was located at any one moment. "This is a big game-changer – before, all that information was kept on Word docs and spreadsheet," says Tim.

"Before, the data wasn't there, and we'd be wasting time trying to work it out."

Tim could see that implementing Advanced People's payroll functionality would streamline operations even more: automation would help to eliminate those embarrassing errors in reports, and speed up their time to generate reports. With the board and other business managers having to make do with outdated, and potentially incorrect information, this access to more timely data would have widespread beneficial impacts on the business.

Hentley Farm's MYOB business partner helped ensure implementation went smoothly and customised Advanced to better manage Australia's WET (wine equalisation tax).

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## Outcome

### Speed, flexibility, insight

The integration that Hentley Farm is now experiencing with Advanced is delivering multifaceted benefits.

Tim says speed is the most obvious one – where reporting once took days, now happens at the “press of a button.” “Even just putting together the full management report for the board could be a 5-day process when you consider everyone’s time. Now that would be less than half. You could knock it out in a day if you had to.”

He says the substantial increase in efficiency is because the system is pulling live data from different parts of the business. “It happens automatically – there’s no manipulation of data required.”

Reports to the board used to take a full month – the oldest report the board now sees is mid-month. “And we’re working on getting that out even quicker,” says Tim.

That reduction in manual manipulation has also all but eliminated errors – and means staff at every level can feel more confident relying on the numbers. The reporting’s flexibility is a major plus for Tim and his team. “It’s easy to add locations, and stock items, this and that. So all that background stuff is really intuitive and easy. Accounts payable and receivable are great.”

Improvements in the warehousing and inventory have seen the team “happy and doing well” with marked increases in efficiency and customer service. “Now we’ve got one stock item in one of four locations, so we know exactly where that item is in the warehouse, from the system, rather than having to look it up in the spreadsheet that may or may not be up to date,” explains Tim.

That makes it easier to get the right item to the right customer with a minimum of cost and effort – and makes for far happier customers. Tim says the system is “all humming along now,” and he has even more plans for the future, including integrating the POS from their restaurant and cellar door, and eventually, Advanced’s production module.

As it stands, Tim is extremely happy with the system. “We should have moved across five years ago,” he enthuses.

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| Before   | After   |
|--|---|
| + Human error meant staff had no faith in the numbers. | + Automation removes errors and gives staff confidence.                   |
| + Lack of integration created days of manual work.     | + Integration reduced report writing time by more than half.              |
| + Reporting out of date and sometimes inaccurate.      | + Faster, more accurate reports give management better business insights. |
| + No inventory oversight created inefficiencies.       | + Inventory control delivers efficiencies and better customer service.    |