

MYOB Greentree

Client Cardinal Logistics | Location New Zealand |
Product MYOB Greentree | Industry Wholesale & Distribution



The logical ERP system for logistics

Cardinal Logistics offers Third Party Logistics (3PL) services to businesses throughout New Zealand.



Its massive warehouses in Auckland and Christchurch store and ship perishable goods for major foodstuffs manufacturers such as Griffins and Mars. The Auckland facility alone moves 134,000 pallets annually.

To better manage the challenging task of storing, moving and accounting for the thousands of tonnes of products it handles weekly, Cardinal chose Greentree.

Problem

Out-dated systems slowing things down

The company employs about 400 staff and has grown rapidly since its inception in 1992.

Most of Cardinal's customers are large operators who've embraced its 3PL offering, including integrated transport, warehousing, pick-pack, dispatch and inventory management from the point of manufacture, or import, to the end user.

"We'd left our systems behind and they needed to catch up," says Cardinal's Commercial Manager, Janina Massee.

Cardinal was using a Sage accounting system, with purpose-built systems for transport, containers and warehousing. Data entry was manual and time-consuming, so Cardinal wanted to automate processes in order to maintain the level of customer service on which it prides itself.

"When you're shipping goods out to all areas of the country, you get damages and returns," Janina explains. "Everything was done in spreadsheets, so customer liaising and invoicing were done by email and printed out.

"The same applied to claims – they were just in files, not anywhere where we could start to understand the issues that we needed to sort out and manage."

All the repetitive, manual work of handling customer claims via printed paperwork led to unnecessary duplication.

"It was diabolical," Janina says. "We also had no site reporting and financial management was far too centralised. I wanted our managers to have that decentralised control, so they could handle their own budgets and mentor their staff. I wanted to be able to send out reports across the whole organisation, so they could understand on their side what was going on."

Cardinal's fleet of local, regional and long-haul trucks has its own management challenges: freight rates vary by sizes, weights and length of routes. Data entry and process automation were key priorities.

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Solution

Flexible, integrated functionality

Cardinal assessed Sage UK, Epicor, NetSuite and SAP along with Greentree.

“We went with Greentree for its excellent functionality, its flexibility and its ease of use,” says Janina. “We saw it could meet all our needs and grow with us – even if we quadruple in size, I’m confident that Greentree can handle it.”

Greentree’s ability to integrate with the specialist logistics systems was another deciding factor. Its elimination of so much manual data entry frees up staff to focus on better work that adds value to the business.

The legacy Sage system offered no reporting on Cardinal’s vehicles. With Greentree Job Costing, the return generated by the trucks can now be assessed for profitability. It also enables reporting on other cost centres within Cardinal’s various sites.

“From that information we can tell whether an individual truck is costing us too much and we can make lease, sell or buy decisions,” says Janina. “We save ourselves quite significant amounts of money by having that information available.”

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Outcome

Customers empowered

Customers are also empowered too as Greentree’s eService module enables them to make their claims online that are then quickly forwarded to the relevant staff. It’s more efficient and offers better documentation. Customers also get better reporting and more timely feedback.

“We do financial management for some of our bigger customers, and we give them weekly reports, to give them better understanding of their costs and general performance,” Janina says.

The live information supplied by Greentree IQ (Powered by QlikView) gives Cardinal an unprecedented view of performance across the business, resulting in better strategic decision-making.

“Greentree has now enabled a better collaboration across the company, so we’ve got happier staff because they know what’s going on, and our customers are being responded to in a much shorter time frame,” Janina says.

“I’ve used a lot of different software packages, but I’ve never seen anything better than Greentree,” Janina concludes. “We’re always seeking gains in efficiency and productivity, and Greentree enables us to focus on getting everything right.

“It’s very exciting and encouraging to have such quality information. It has the ability to grow our business and is a delightful system to use.”

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MYOB Cardinal Logistics Case Study

Before	After
+ Out-dated system	+ Fully integrated supply chain and financial management
+ Too much manual data entry	+ Manual data entry eliminated
+ Lack of site reporting	+ Better reporting
+ Management too centralized	+ Managers have more control
	+ Better customer relations

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