

MYOB Greentree

Client Tiger Turf | Location NZ | Product MYOB Greentree
Industry Wholesale & Distribution; Manufacturing



ERP puts Tiger Turf ahead in the field

Tiger Turf manufactures and supplies synthetic turf surfaces in over 85 countries.

Its surfaces can be seen at school playing fields, hockey grounds, bowling clubs and public activity zones (to name a few). From its headquarters in Auckland, its manufacturing plant is capable of turning out over 2,000,000 square metres of turf per annum.

Faced with a compelling need to update its business systems, Tiger Turf chose MYOB Greentree.

Problem

More than just Finance needed

"We offer a highly customisable product to customers," says Finance Manager, Gavin Anderson. "We're one of the world's top five synthetic turf manufacturers and while we've expanded into the global market in recent years, we pride ourselves in having the local knowledge to deliver a very personal level of customer service."

"We looked at Microsoft Dynamics NAV and SAP, but we wanted something that worked straight out of the box," Gavin explains. "This was important to us because historically we'd had few IT processes and didn't want to face a lengthy system design phase."

"MYOB Greentree ERP was a logical progression for us because with the Partner's assistance we were able to migrate data easily from the old system, which was reaching the end of its life span."

With business growing rapidly, Tiger Turf wanted more than just a finance package; it wanted a business management system that all its staff could access. Since implementing Greentree it has added sales and purchase order processing, manufacturing, warehouse bin management and Workflow.

"It's working extremely well," Gavin enthuses. "We wish we'd made the switch sooner."

"We chose MYOB Greentree because we wanted something that worked straight out of the box."

Solution

More functions, many more users

Highlighting the impact that the implementation of Greentree has made, now, more than 40 people regularly access Greentree while Tiger Turf's legacy system had just five users. In addition to the Finance team, users include people from Sales, Logistics, Production, Operations and Maintenance.

Most recently, Greentree's Customer Relationship Management (CRM) module was added, replacing a previous separate Microsoft CRM system. Integrated CRM has enabled Tiger Turf to improve processing time by reviewing its processes and enhancing the system with added functionality. This has resulted in a much more robust system, with checks in place to ensure no customer is forgotten or lost.

"Having everything in one system has brought huge benefits," Gavin says. "With integrated CRM, our Service Controller is able to handle multi-tasking, such as handling invoices.

"However the biggest improvement is our ability to manage prospects. With the old system we would lose work and then lose sight of the customer; we can now manage all potential customers. The migration also highlighted all our old customers. We have regained a lot of business through using Greentree CRM."

Further timesaving improvements are anticipated across the business with the introduction of Greentree's browser capabilities, which will increase productivity.

"We have regained a lot of business through using Greentree CRM."

Outcome

Greater transparency and efficiency

The real-time information delivered by Greentree Workflow enables staff across departments to see the progress of sales orders through the entire process from quote to cash. This has resulted in invoices being raised faster, which ultimately means quicker cash collection.

"Our staff live and breathe Workflow," says Gavin.

Greentree's drill-down capacity has increased the transparency of information throughout the business.

"Staff faith in the system has been restored," Gavin says. "They know they can rely on the information. The problem of double-entry with its potential for error has been eliminated. The fact that we have such a wide range of users in Greentree is testament to how easy it is to use."

Tiger Turf is heading only upwards in terms of business growth, with electronic document management and browser-based service requests among its future plans for Greentree.

"We're a market leader and global innovator," Gavin concludes. "One of my key tasks is the expansion of our ERP system throughout the business. With Greentree, I'm confident we're equipped to take on whatever challenge lies ahead."

MYOB Greentree Case Study

Before	After
+ System at life's end	+ Increased functionality
+ Data unreliable	+ Greater transparency
+ Unwanted double-entry issues	+ Fully integrated
+ Lack of visibility	+ Trust in data restored
+ Lost customer's details	+ Adoption across the business
	+ Better customer service



Australia
1300 555 110
biggerbusiness@myob.com
myob.com/greentree

New Zealand
0800 69 62 39
biggerbusiness@myob.com
myob.com/greentree