

# MYOB Greentree

Client Dateline Imports | Partner Primacc | Location New Zealand  
Product MYOB Greentree | Industry Wholesale & Distribution



## Greentree prepares Importer for market changes

Dateline Imports distributes premium hair care and beauty products to salons throughout New Zealand. With a catalogue containing dozens of products, sold by mobile representatives, customer services staff and via the web, strong inventory management is essential.

### Problem

#### Keeping track of changing trends

Dateline credits its Greentree ERP system with giving it the total visibility that ensures best-quality customer service, sound management processes and profitable performance. It's also ready to face big changes in sales and marketing.

"Greentree has given us live visibility of our business," says Dateline's Director, Troy Little. "Our business can change literally within an hour of things developing and being able to upload new data in the course of a day is fantastic. We also get outstanding support from the Greentree Partner, Primacc.

"Our products are imported from Europe, America, Asia and Australia, and there's new stuff coming out on a weekly basis," Troy continues. "Our business doubled its turnover in the space of about seven years; we're selling more products to more people and have acquired more brands.

"We have around 6000 SKUs, which is quite a lot to manage, with plenty of small items. It's a big inventory database, but Greentree makes it simple to manage."

Troy adds that a major upsurge in online shopping is on the way, and businesses need to be prepared.

"Amazon is coming into Australia, which will have a dramatic impact on our entire industry in terms of retail and I think there'll be a lot of change in New Zealand as a result," he says. "In order to stay competitive you have to be aggressive and be willing to more promotions, offer better deals or reduced margin. A solid, flexible ERP system becomes even more important.

**"Greentree has given us live visibility of our business."**

### Solution

#### Mobility and best analysis

Dateline's warehouse processes upwards of 700 orders a week. Apart from phone and web orders, its sales reps on the road have access to Greentree on iPads, integrated via the Saleslink mobile application.

"We've become a paperless company," Troy says. "We don't have any paper reports from the field staff, which makes them more time-efficient, saves trees, and means we have instant access to information they supply."

Greentree IQ (powered by QlikView) is an invaluable tool for sales and inventory analysis, enabling live tracking.

"Greentree plays a vital role in showing us what is selling and what's not," says Troy. "Every three months we work out average sales and what's moving so we can revise our inventory."

Automated order entry and inventory control, integrated with financial management, ensure a seamless flow of data from the time a container is landed till the contents are unloaded at the warehouse, the orders are despatched, and invoices are sent out.

“Our orders are generally very accurate,” Troy says. “Our human error rate is around 2-3%, which is pretty low considering the volume of orders we handle.”

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## Outcome

### A system geared to handle big changes

The addition of Greentree Webstore has boosted Dateline’s e-commerce business, which will only increase with the launch of a new web portal. The Workflow live Active Desktops have also delivered major benefits for Troy and his staff.

“On my particular screen I can see such details as order entries, the debtors ledger, customers on hold, and orders on packing slips,” he says.

Troy is now able to drill down whenever he wants a particular set of figures, and IQ enables monthly reports to be generated in a matter of minutes.

“Approvals & Alerts is another great tool,” he says. “I like to be across everything and it’s very easy to approve something with just a click of a button.

“From a sales perspective, Greentree means our staff are able to do more calls per day. I believe that our overall business efficiency has improved around 20% because of having the right systems.”

Primacc has cemented a firm relationship with Dateline and has helped it to improve its business practices, while preparing for big changes that Troy sees as inevitable.

“We’ve been with Primacc a long time and our relationship is really a friendship, I suppose. I can’t fault their level of support and they bring us new ideas; we’re not computer programmers and you really need that level of support to get the best out of your system. I find that really valuable.”

“Primacc has delivered visibility and control over all aspects of Dateline’s business,” says Primacc Consultant, Bryce Kerkhof.

As already mentioned, Dateline is boosting its e-commerce presence in advance of a major shift in that direction.

“The automation delivered by Greentree through Webstore enables the most efficient handling and tracking of orders, and IQ gives us the best view of where the money is coming and going. Change is coming whether we like it or not, and I believe our investment in Greentree makes us well equipped to handle those future challenges.”

**“Primacc has delivered visibility and control over all aspects of Dateline’s business.”**

Before	After
+ Lack of visibility of sales and inventory data	+ Live visibility across the company
+ Difficult to keep track of shifting trends	+ Seamless inventory management
	+ Easy to extract reports
	+ Greater e-commerce presence
	+ Equipped to handle future challenges