Di Bella COFFEE

CUSTOMER:
Di Bella Coffee

INDUSTRY:
Food and Beverage Wholesale

LOCATION:
Brisbane, Australia

PRODUCT:
SAP Business One

"We needed something more substantial that could integrate several business processes, especially now. We need to balance our wholesale and retail businesses, with roasting our coffee beans to order, as well as the online store. We needed to make sure that our systems were working together to deal with rapid turnover of inventory in each of the business models."

GIANNA DI BELLA

THE SCENARIO

Di Bella Coffee has been supplying over 1200 cafes around Australia with an expanding range of coffee products since 2000. This dynamic company has been growing at a rate of over 30 percent annually, with recent movement into international markets. The company had been using a small business IT solution to handle its finances. However a point was reached where this no longer provided an efficient way to manage continuing growth. A major IT systems upgrade was not only wanted, but required, in order to keep up with the day-to-day business of this fast moving Australian coffee supply business.

THE REQUIREMENT

Di Bella Coffee wholesales freshly roasted coffee nationally, with 1.4 million cups of its coffee served throughout Australia every week. It prides itself on delivering quality coffee, unparalleled service and competitive prices.

Di Bella Coffee's head office and roasting warehouse is based in Brisbane, where they also operate a drive-through for retail customers to purchase café-quality coffee, food and drinks without leaving the comfort of their car. There are roasting warehouses in Adelaide, Melbourne and Sydney, and an online store–mydibellacoffee.com – where customers can purchase freshly roasted coffee and have it sent to them on the same day.

Along with blending and roasting of the company's signature blends, each Di Bella warehouse retails coffee machines, accessories and products to commercial and domestic coffee-makers. The company also focuses on educating customers about coffee and coffee making. The result is a complex business that builds on the company's love for coffee, expanding rapidly to meet a growing market.

Continuing its momentum, Di Bella Coffee took an international leap into the Asian coffee market in 2010, establishing a headquarters in Shanghai, China, with an operation in India planned. Preparing for its international expansion, the company realised that its their current system was no longer providing an efficient way to manage their finances.

ABOUT DI BELLA COFFEE

Di Bella Coffee is Australia's fastest growing boutique coffee company, appearing for the years 2006, 2007, 2009 and 2010 on BRW magazine's Fast 100 list, which recognises the fastest growing companies in Australia.

Founded in 2002 by Phillip Di Bella and his wife Gianna, Di Bella Coffee was created with the mission to assist customers to create the perfect coffee every time – "The Ultimate Coffee Experience". With the head office and roasting warehouse based at Bowen Hills in Brisbane, Di Bella Coffee wholesales freshly roasted coffee to cafes nationally. Di Bella's retail roasting warehouses in Brisbane, Melbourne, Adelaide and Sydney bring cups of coffee and premium roasted coffee beans to customers Australia-wide. Di Bella Coffee also has an online store – mydibellacoffee.com – where customers can purchase freshly roasted coffee anytime, anywhere.

ABOUT ENABLING

Enabling is the recognised leader in the provision and support of business management applications throughout Australia and New Zealand, especially in the areas of technical and development expertise, solution design and long-term customer service. With offices in Melbourne, Sydney, Brisbane, Auckland, Wellington, Christchurch and Dunedin, we have both strength in numbers and depth of expertise to support organisations of all sizes and with a multitude of requirements.

ABOUT SAP BUSINESS ONE

SAP Business One is an integrated enterprise resource planning (ERP) solution designed to provide a single, affordable solution for managing an entire business. Designed specifically for small and medium businesses, Business One includes financials, sales, customer relationships and operations. It helps to streamline end to end operations and gain instant access to complete information for greater clarity in business decisions and acceleration of profitable growth.

SAP AG, based in Walldorf, Germany, is a world leading provider of business software, offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. It has more than 95,000 customers in over 120 countries and a rich history of innovation dating back to its beginnings in 1972.

SOFTWARE CHOICE

- SAP Business One ERP

THE SOLUTION

Di Bella investigated numerous systems and met with an Enabling consultant to address the key issues that needed to be solved. They decided to go with SAP Business One because it had the functionality to support the business as it continued to grow. "It also had different language capabilities which was an added bonus given that we were opening a branch in China," says Di Bella. "We have grown very quickly in an eight-year period and we realised that we needed to keep tighter controls on our inventory and manage our stock levels."

Flexibility of the Business One product means that it can support long-term business growth. Business One's customisation tools make it possible to tailor the software to fit specific business needs and individual user preferences. For Di Bella, the fact that they wouldn't have to change for some time was an important selection criterion.

The focus of the system was on core financials and warehouse distribution, plus light manufacturing capability. Due to rapid growth, processes needed tighter control and implementation required a substantial formalisation of procedures and processes, which was an important part of the challenge for Enabling.

SAP Business One provided an easy and relatively painless transition from the previous QuickBooks system, and minimised disruptions to the day-to-day operations of the business. The project began in July, commencing with Enabling undertaking a lengthy consultation process to determine the exact requirements. Implementation was driven from the top down by the joint MDs, with Gianna Di Bella heading the project. The new system went live in November.

The business needed to continue operating during implementation, with added pressure caused by constant growth. The new system also required some data that wasn't in the previous QuickBooks system, such as stock codes.

THE RESULTS

Overall the business has responded extremely well and implementation results have been highly positive.The switchover to SAP Business One went without a hitch and has allowed Di Bella Coffee to manage numerous warehouses, control split-hold agreements with its suppliers, and improve accountability amongst its staff.

"It has been a great testament to our staff – coming together for the greater good of the business and creating a synergy between each of the departments," says Di Bella. "It's required each department to work with the others, and realise that their processes impact on another department's procedures or activities."

"The reports we are able to generate from the system give us the data that will assist us with making better business decisions," says Di Bella. "I believe it has helped us create processes and procedures that will assist us to grow in a controlled way in the future."

THE FUTURE

With a successful implementation in place, Di Bella is moving to expand its Business One solution. As the company prepares to take on the instant coffee market with an espresso concentrate, it is looking at increasing its mobility by connecting SAP Business One to its iPhones.

"Previously, we had never properly tracked purchasing items, and had never even done a proper stocktake, so SAP Business One forced us to look at our entire business processes and implement changes, controls and rules. There were plenty of challenges, as a lot of the information was lacking, but the Enabling consultants were fantastic."

GIANNA DI BELLA

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