



CUSTOMER:
Crombie & Price Ltd



INDUSTRY:
Food & Health Product
Distribution



LOCATION:
Oamaru



PRODUCT:
Microsoft Dynamics AX

“Because of our unique requirements, a lot of development was required, and it took a lot of testing. The project was large, supporting two invoices for one transaction, for example, became a major customisation effort. We also needed to include freight adjustments to permit freight charges only on orders under a set value. These issues can become complex, because they involve special considerations across a wide range of programmes.”

TREVOR LEE — Operations Manager, Crombie & Price

SCENARIO

Oamaru-based healthcare and food product distributor Crombie and Price needed to overhaul its facilities to improve efficiency, cut costs, and upgrade its operations. The company needed a solution to digitise its workplace and warehousing. An aging Attaché accounting system was no longer up to the job, and it could not interface to bar-code scanning systems needed to automate warehouse processes.

SOLUTION

Enabling delivered an enterprise resource planning (ERP) solution based on Microsoft Dynamics AX, replacing the old accounting software. Among the critical requirements were reduced monthly processing, real time sales reporting, flexible management reporting and capability to handle Crombie’s requirement for dual invoicing, where income for an item might be a mixture of government and private funding—since every prescription item sold has some amount of subsidy. This required substantial customisation.

“We created a specification, then went through a three day workshop with Enabling, walking through the design,” says Crombie Operations Manager, Trevor Lee. “We worked through all of the processes, one module at a time, matching specification to implementation details as well as learning about all the features .”

Other requirements included a need for standardised business processes and transparent operation to support succession management, plus better handling of enquiries from users. Business processes were to be improved through more accurate and timely information. In the warehouse, picking routes for taking items from shelves needed to be optimised for immediate benefits and also to pave the way for an automated system in the future.

ABOUT CROMBIE

Crombie and Price is a leading health and natural products importer and distributor based in Oamaru. Its mission is to uncover the world’s best natural products and make them accessible to the New Zealand consumer. The company works closely with pharmacies, health stores, department stores and supermarkets in product support, service and education. It has been trading as an importer and distributor since 1969, and operates out of wholly owned warehouse and onsite offices.

The company employs 21 full time and eight part time staff, including five sales representatives servicing more than 800 pharmacies and more than 300 health stores throughout New Zealand. It also supplies and promotes through New Zealand pharmacy wholesalers, department stores and supermarkets.

ABOUT ENABLING

Enabling is a professional services organisation that specialises in the design, implementation and ongoing support of industry leading business solutions. For more than a decade the Enabling team has offered client-centered solutions to organisations across a myriad of industries.

With offices in Melbourne, Sydney, Brisbane, Auckland, Wellington, Christchurch and Dunedin, we have both strength of numbers and depth in expertise to support organisations of all sizes and with a multitude of requirements.

At Enabling we believe our experience and dedication to the solutions we support, coupled with our proven track record, are the keys to our continued success.

ABOUT MICROSOFT DYNAMICS AX

Microsoft Business Solutions Dynamics AX (formerly Axapta) is a multi language, multicurrency enterprise resource planning (ERP) system. With core functional strengths in manufacturing, distribution and e-business Dynamics AX has an intuitive Microsoft look and feel, this makes it easy to build on the investments in systems and software that your company might already use. The familiar working environment helps lower learning curves so users can focus less on technology and more on their business goals. Dynamics AX is an integrated, adaptable business management solution for mid size companies and corporate. It is built on a foundation of advanced technology that allows tight integration with external (existing) applications and the flexibility to build in specific business rules or logic. It brings people, processes and information together – increasing business productivity and effectiveness.

Comprehensive features help automate and streamline financial, customer relationship, business services, human resources management, and supply chain processes.

SOFTWARE CHOICE

- Microsoft Dynamics AX.
- Modules.
- Finance(i), Electronic Banking, Trade, Trade Agreements and Logistics.

AUSTRALIA

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NEW ZEALAND

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RESULTS

“We are really pleased, with the system we've got up and running,” says Lee. “The system went live on first of November, and we are already relishing the business benefits, with improved reporting, speed of operation, and flexibility of general inquiries. Plus, of course, solving the problem of dual income streams on invoices so that we can now determine the true value of every sale.”

“We now have complete visibility into lost sales due to stock-outs, this sort of information and metrics really help to drive efficiencies across the company’

Financial reporting is also a lot quicker, and cash flow management is streamlined. In fact, 20 percent more orders can now be processed with no addition to staffing levels and there is a much better view of actual cost of stock. Tracking of receipts is improved, and it is now possible to easily move data to and from Excel worksheets for analysis and special reports.

“I like the whole feel of the Dynamics AX system, because it is Windows based, navigational intuitive, and interfaces easily to Excel,” says Lee. “It feels like something you've been used to. With the interface to Excel, you can manipulate data any time that you want, and can bring in data to simplify into one page report. It permits copy and paste functions, and also data input by printing, so it's quick and simple.”

A main goal was to reduce time to put in a customer order, and this was achieved, resulting in cost savings. Crombie & Price realised another 20 specific benefits as well.

“Enabling were helpful throughout the process and responded to issues as they arose. They provided good documentation and did one on one training.” says Lee. “They were responsive to our needs, and ensured that this was very much a team effort.”

FUTURE

Our company is experiencing in many ways new advantages of this Dynamics AX system, in our business operations. The added raft of information, reports and procedures that Dynamics AX can produce has brought our company into a very strong administrative position in a competitive world of industry, in which we operate.”

J. BEVAN CROMBIE – QSM, MPS, Managing Director

Crombie's business continues to expand. “We will be adding additional modules to the software,” says Lee. “We want to digitise the whole operation and have an online Web portal for direct entry by resellers. We also need to complete the warehouse scanning and automation system.”

Web enablement is set to be completed by the end of March, 2008 and will be handled by Enabling. The warehouse automation project will then follow.

