



CUSTOMER
Kenneth Ayres
Australia Pty Ltd



INDUSTRY
Manufacturing,
Engineering
& Mining



LOCATION
Australia



**GREENTREE
PRODUCT SUITE**

- Financial Management
- Distribution
- Job Costing
- Relationship Management
- Supply Chain
- Human Resources
- Workflow

Bringing the entire IT function into one package

For over 25 years, Kenneth Ayres Australia Pty Ltd has been a specialist and leader in the sale of retail presentation packaging and display supplies, focussing primarily on the jewellery industry. Originally a manufacturer, Ayres has now diversified its business offering to encompass a number of PVC and paper packaging and storage products, through the introduction of imported lines to complement those manufactured by the company. Ayres is locally owned, with offices in Melbourne, Sydney and Brisbane and has a turnover approaching \$10 million.



After deciding their DOS-based financial package required upgrading, Ayres took the opportunity to stand back and consider the options besides the Windows version of the incumbent system. The impetus to evaluate a range of other solutions according to Ayres' Accountant, Ross Gulliver, was that "to upgrade to their [existing supplier's] Windows product was basically a case of starting from scratch financially. Therefore, free to buy the best value for money solution available."

Ayres' were able to prune the contenders to a shortlist of three, using the products' functionality, flexibility and value for money as the key evaluation criteria. The short listed solutions were evaluated in a rigorous manner for 4 months. The users at Kenneth Ayres were unanimous in their selection of Greentree because of its "contemporary design, proven CBA heritage, flexibility, required investment level and very competent and professional support from the Greentree Business Partner."

In developing their implementation plan, Gulliver and Ayres' key management worked closely with the Greentree Business Partner,

and together decided upon a phased implementation with Payables, Purchasing and GL in phase 1 and Receivables, Sales Orders and Inventory in phase 2. The necessary hardware and network upgrades were also treated as separate phases to be bedded-down before moving to software. Gulliver also made a conscious effort to involve users heavily in the selection and implementation process, as he believed that it would "give them ownership and confidence" and help to mitigate the risk of adverse reactions to the new system by users at the operational level. The implementation proved to be a resounding success, with the phased approach a critical factor in the roll out progressing smoothly.

Twelve months on, Gulliver feels confident that Greentree was the ideal solution for Ayres, citing a number of factors that have

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Ross Gulliver, Accountant, Kenneth Ayres Australia Pty Ltd

benefited the organisation’s process efficiency and allowed them to take their customer service to the next level. Of most benefit to Ayres, in Gulliver’s opinion, is Greentree’s native integration to Microsoft Excel. From an internal perspective, Gulliver believes “the ability to slice, dice and dissect the data using the Excel tools is exceptional. With our previous system, I spent the majority of my day generating static Dataflex reports; Greentree’s integration to Excel has made a dramatic impact on the amount of time we spend analysing data and resolving issues”.

Externally, Greentree has helped Ayres overcome a number of issues in dealing with their suppliers and customers. Gulliver notes, that Greentree has significantly enhanced their ability to add value to their customer relationships. “We generally have long-term, repeat business customers. With Greentree we can present our customers with an order history for any period and in any format required, generally within half an hour. Using our previous system, these summaries took closer to a day to complete.”

In Ross Gulliver’s eyes, the stability of the system is critical as the organisation does not have a dedicated IT specialist in house, and “when IT things go ‘pear shaped’ it is a big deal”. He quips, “Good software just sits in the corner and does its job without my help. Greentree just sits in the corner and does its job without my help!”

Ayres’ choice of Greentree is also being vindicated as they begin the process of bringing the entire IT function into one package. After completing the financial year-end, Greentree’s CRM and Sales & Marketing modules have been implemented along with the WebStore for Internet sales. After that, Ayres will begin the implementation project for Payroll and evaluate Fixed Assets as a further addition to the system.



ABOUT KENNETH AYRES AUSTRALIA PTY LTD

Kenneth Ayres Australia Pty Ltd and its subsidiaries sell a diverse array of display, packaging and storage items. Ayres have offices in Melbourne, Sydney and Brisbane and employee numbers are approaching 100. The company’s Greentree system is licensed for 16 concurrent users and operates over a LAN and WAN using a Citrix connection. Ayres have 2,000 customers and 5,000 active stock items.

For more information visit: www.ayres.com.au

ABOUT GREENTREE

Greentree International specialises in developing highly effective business management software solutions. The Greentree product has been developed by the authors of CBA, arguably the most successful business software package for small to medium sized businesses in Australia and New Zealand.

In choosing Greentree you are selecting a business system that will truly empower your organisation today and grow with you into the future. The Greentree Partner Network provides a highly skilled local support team that will ensure you achieve tangible business benefits. Greentree has also been recently recognised as a global ‘Rising Star’ by MIS magazine Australia.

For more information visit: www.greentree.com

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“very, very, responsive!”