

Greentree better option for award winning packaging company than vertical market system

It was the 'Jekyll and Hyde' nature of hiPP.com.au's software which management discovered was doing evil things to its cost overheads.

The business situation

Basically, there are two separate but cooperative businesses; The Carton House designs and manufactures gift boxes and cardboard packaging solutions which are made-to-order and sold direct to businesses and customers; hiPP.com.au designs and sells packaging & social stationery which are sold via a network of wholesale distributors and retailers throughout Australia & New Zealand.



When Eric Sara, General Manager at hiPP.com.au initially came on-board as Systems Manager to evaluate and improve hiPP's business systems, he found that whilst the vertical market system used widely by the print and packaging industry worked fine for The Carton House, it was hiPP's biggest overhead. It was cumbersome when it came to managing the financial and stock control aspects of the business and simply didn't allow the visibility and reporting of daily workflows Eric was looking for.

Deal-clinching factors enable Greentree to rise above the hoi polloi of vendors

He evaluated systems ranging from web-based and simple to complex and concedes that the core features and functionality of each system were relatively homogeneous. However, Eric says that "on the face of it, Greentree had an edge in terms of its work flow and drill down capability".

Workflow is a dynamic desktop tool that provides users and managers with exactly the information they require for their role instantly, in real time. Eric explains how "warehouse staff used to print a daily report of which orders needed to be packed whereas now, they can readily access and pick orders on-the-fly plus tell customers the 'live' status of an order,

BUSINESS BENEFITS>

- Workflow enables users to customise individual desktops to view 'need to know' data
- Warehouse staff can now pick orders as they arrive in the system throughout the day as opposed to manually printing a daily report
- Orders are picked faster with increased

accuracy

- "Weird" data is easily analysed using Tree analysis, Excel and Report Writer
- Powerful reporting and analysis of sales data is strategically significant for this sales-oriented organisation
- Greentree partner demonstrates an in-depth understanding of the businesses needs when they produce a packing

slip re-design with 90% first cut accuracy

- Greentree demonstrates a partnership approach to software development by including customer suggestions for enhancements in future upgrades
- Users empowered to give customers instant answers to 'where's my stuff' questions



CUSTOMER
hiPP.com.au – The Carton House



INDUSTRY
Print & Packaging



LOCATION
Melbourne, Australia



GREENTREE PRODUCT SUITE

- Financials
- Distribution
- Global Finance
- CRM
- Job Costing
- Manufacturing
- Supply Chain Management

“Greentree introduced us to a world we wanted to move our business to – our working environment is far less stressful and most importantly, our customers get the answers they want, instantly.”

Eric Sara – General Manager, hiPP.com.au

which is absolutely invaluable”. In terms of order management and knowing exactly “how busy we are” Eric says, “Workflow has saved so much time and for our business, this factor alone has meant that the benefits of Greentree by far exceed the cost”. For Eric, these were stand-out factors that clinched the buy deal and post-implementation, he says they’re still discovering just how much more Greentree has to offer.

Excel integration, Tree Analysis and Report Writer enable power-reporting

The business has thousands of customers of small value which requires a level of flexibility and customisation of reports Eric could not find in other reporting and analysis tools. Excel integration, Tree Analysis and Report Writer combine to provide a powerful tool enabling him to “grab weird fields of data and use Greentree’s Tree Analysis to group and segment data by specific market verticals then produce a customised report using Report Writer, which is just fantastic”. Other reporting and analysis tools require you to sift through standard fields of data which for hiPP.com.au, simply isn’t practical given the large numbers of small value customers.

Greentree’s powerful reporting engine enables the flexibility to produce such critical reports as Sales Analysis and Leakage. Basically, these tell the Sales Manager which customers aren’t making repeat purchases and Eric says that for a sales-oriented business such as hiPP.com.au, this is strategically significant.

“Fantastic” working relationship with Greentree partner

Eric is aware that not all system implementations go according to plan and things can go horribly wrong but this was certainly not the case this time. He says that currently, they’re working with the Greentree partner to revamp their packing slips to ensure it’s easier to follow and customers get the information they need. When the partner came back to him, he found that what they suggested was 90% correct which is true testimony to how well they understand

the business and the product. “Our Greentree business partner knows Greentree inside-out and they went the extra mile to not only understand what we do, but why we do it – they’re not ‘yes-men’ so to speak. They listen attentively to what we want to do and provide constructive feedback, which is fantastic,” says Eric.

Greentree listening to users requests re: product improvements

Another thing which is really impressing Eric about Greentree is the fact that the customer can make suggestions for improvements to the modules they’re using and these will appear in upgrades, albeit eventually. “Greentree is progressive enough to want to continuously improve the software which is very much a long-term view of their relationship with customers” Eric says.

As far as Eric is concerned, Greentree has more than exceeded his expectations by enabling both tangible and intangible business value. Happy users work with a system that is easy to use and empowers them to give customers the answers to ‘where’s my stuff’ questions instantly, no fuss, and no stress. Greentree has introduced Eric to the business environment he wants to move the business to.

CHALLENGE >

hiPP – the Carton House had two distinct parts of the business using a ‘one size fits all’ system which was creating avoidable cost overhead. Management wanted a system which improved financial reporting, order processing and workflow efficiency.

SOLUTION >

Greentree’s powerful Business Management Suite integrated with CRM and Supply Chain Management.

RESULTS >

Greentree’s Workflow module enables users to customise the desktop and view ‘need to know’ information. Warehouse staff fulfil

orders as they arrive in the system which has speeded-up this process and improved order accuracy. Time savings have been achieved across the board. Analysis and reporting of unusual data provides management with strategic insights and Greentree introduces tomorrow’s business environment.

ABOUT hiPP.com.au

hiPP.com.au are passionate designers of fashion packaging, social stationery and gift lines which are sold off-the-shelf through a network of wholesale distributors and retailers throughout Australia & New Zealand.

For more information visit www.hiPP.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

Greentree[®]
BUSINESS-BUILDING SOLUTIONS

“very, very, responsive!”