



Greentree simplifies workflows for aluminium cladding distributor

Struggling with a system that simply wasn't coping with the demands of increasing levels of complexity prompted a visit to a business software tradeshow where, on the face of it, at least 12 offerings could achieve what Alucobond CEO, Bruce Rayment was looking for - sophisticated workflow capability.

The business situation

After navigating their way out of the software maze using a well considered and exhaustive list of key evaluation criteria, the assessment team narrowed the race down to 2 software companies before deciding Greentree's workflow capability stood out.

Unique customisable view, a winner for user productivity

The decision clincher for Bruce had nothing to do with whether Greentree was built on the Jade database, or any other technical considerations for that matter. It was simply the opportunity for users to personalise the desktop based on the tasks they needed to perform and information they needed to access. This meant users got a unique uncluttered view of exactly what they needed to see which Bruce says significantly changed and improved the flow of information around the business.

Integrated systems eliminate manual processes

Greentree effectively rolled into one integrated system multiple disparate systems, databases and spreadsheets which, coupled with business growth were responsible for the increasing complexity of the business. Integration has effectively eliminated manual processes, reduced huge amounts of data entry time and significantly improved information flows. This has added even greater impetus to the workflow gains associated with the active desktop customisation.

High visibility of inventory, manufacturing and orders

Sister business Octanorm Australia is the only part of the organisation which uses Greentree's manufacturing functionality which Bruce says handles the manufacturing of aluminium profiles and assorted parts into shorter lengths and kitsets with ease. Although there aren't masses of processes involved, he says Greentree provides high visibility of all information throughout the manufacturing process with greater control of costs and the one system environment makes tracking and tracing orders incredibly easy. With one server being accessed remotely by more than 30 users, everyone has the same view of information which simply doesn't compare to the multiple systems users needed to access in the past. Now, information can be relied upon since it's not predisposed to the errors associated with data being manually entered and re-entered.

Greentree partner a willing listener

The ability to listen is a characteristic which shouldn't be under-rated and Bruce states that this was a key factor in the successful implementation by the Greentree partner. "They were very committed to making sure the whole process went according to plan and they continue to provide excellent support today."

Business Benefits >

- Workflow improvements at the user and system levels achieved through the Active desktop and automation of manual processes
- Integration eliminates multiple databases, systems and spreadsheets
- 'Listening' Greentree partner makes for a successful implementation
- High visibility of inventory, manufacturing and orders allows greater control of costs
- Greentree has great scope for future growth and development



CUSTOMER
Alucobond
Architectural PTY LTD



INDUSTRY
Building & Construction – Aluminium
Composite Panels



LOCATION
Australia



- GREENTREE PRODUCT SUITE**
- Financials
 - Distribution
 - Manufacturing
 - CRM
 - Supply Chain Management
 - Workflow
 - Human Resources

“The ability to customise an active desktop and basically, allow users to control their own workflows was a real stand-out for me – this had the effect of changing and improving the way information flows right around the business.”

Bruce Rayment, CEO – Alucobond Architectural PTY LTD

Still discovering the power of Greentree

Bruce concedes that they're only scratching the surface of the power of Greentree but the scope for further development as the resource becomes available is something he's looking forward to unleashing.

As far as Bruce is concerned, it's "mission accomplished" in terms of achieving the goals of more workflow efficiency and eliminating manual processes and systems. He's confident that Alucobond Architectural will be growing into Greentree over the next 10 years or more.



CHALLENGE >

Manual processes, multiple systems and databases and spreadsheets coupled with business growth had created a complex environment. Alucobond Architectural management wanted one integrated system with strong workflow capability to help users manage the flow of information and high visibility of business data.

SOLUTION >

Greentree Financials, Distribution, Manufacturing, CRM, Supply Chain Management, Workflow & HRM.

RESULT >

Alucobond management now have high visibility of the business with valuable insight into business data and all information throughout the manufacturing

process with greater control of costs and the one system environment makes tracking and tracing orders incredibly easy. Integration into one single system has reduced data duplication and manual processes and improved workflow processes with efficiency gains and time savings across the business.

ABOUT ALUCOBOND ARCHITECTURAL PTY LTD

Alucobond Architectural is a subsidiary of Halifax Vogel Group (HVG) and is a privately owned Australian company that imports and distributes graphics media, industrial fabrics, decorative building products and exhibition systems throughout Australasia. Formed in 1994 and with a history that dates back to the 1950s, HVG has gone from strength to strength and sustained continued growth in size and scope to handle new products and services.

HVG comprises more than 150 staff located over 26,000 square metres of warehouse and office space in Sydney, Melbourne, Brisbane, Adelaide, Perth, Auckland and Bangkok.

For more information visit www.alucobond.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.

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