

Greentree enables organic growth at Natural Science Centre of Manufacturing Excellence

It's only natural that Keratec, a centre for innovation in the manufacture of Functional Keratin™, a natural protein obtained from wool, would be found in New Zealand where sheep still outnumber people by 10:1†. Whilst innovation fuelled growth, MYOB was struggling to support it.

The business situation

As Keratec grew markets in new industries, new divisions were created but increasingly, spreadsheets were being used to plug the gaps in MYOB's functionality and reporting capability. Rachel Robinson, Financial Controller at Keratec says, "with several research projects being undertaken by multiple divisions within the company, we needed more sophisticated job costing capability and comprehensive divisional reporting which just wasn't possible in MYOB." Fixed Assets was another area the business needed more sophisticated management capability. Upon the recommendation of Keratec's auditors, Rachel evaluated several possible solutions eventually choosing Greentree, available through the local Greentree partner.

Why Greentree?

Additional modules could be added to match Keratec's growth requirements plus Greentree has strong capability in Divisional Reporting, Job Costing and Asset Management. Excel integration ensured historical data in exiting spreadsheets

could be readily accessed.

Job Costing facilitates collaboration

The research division handles multiple research projects with multiple sub-projects so job costing is a core business activity. Job Costing integrates with Invoicing to ensure the costs associated with collaborative projects are correctly allocated. Management are now confident that all project costs are automatically captured and updated and as a result, financial information can be relied upon for accurate decision making.

Excel integration makes divisional reporting straightforward

Rachel explains that early on in its development Keratec undertook a lot of research but as the company has matured it has evolved into several divisions each undertaking its own operations. Excel integration combines with Greentree's strong reporting capability to present divisional costs in an accurate and understandable report

format. Reporting is of strategic significance for management and the ability to use Excel is a key point of difference in Greentree.

Automatic Foreign Currency invoicing

There's no more double-handling of Foreign Currency invoicing since Greentree automatically produces the invoice, then updates the relevant financial accounts. Rachel says this process alone has dropped many hours off her administration time since she no longer needs to manually produce and convert invoices.

Greentree Partner not interested in "quick sale"

Rachel says the Greentree partner "always answer their own phone and always respond to phone messages" which is refreshing. She says they sought to fully understand the business from the beginning and assumed a long-term view, which has been backed-up by excellent post-implementation support.



CUSTOMER
Keratec



INDUSTRY
Manufacturing-Natural Keratin Materials



LOCATION
New Zealand



GREENTREE PRODUCT SUITE

- Financials
- Distribution
- Job Costing
- Manufacturing
- Workflow

Business Benefits >

- Job costing integrates with invoicing to ensure all project costs are accurately captured and split in collaborative projects.
- Excel integration enables existing data in spreadsheets to be leveraged with-
- out the need for re-development.
- Automation of Foreign Currency invoicing saves many hours of administration.
- Simplicity of Excel reporting converts time spent gathering data into time spent gleaning strategic insights.
- Flexible divisional reporting ensures operating costs are accurately reported.
- Greentree partner seeks a long-term relationship over quick sale backed-up by excellent post-implementation support.
- Lower total cost of ownership as Greentree outperforms similarly positioned but higher priced offerings.

† Statistics NZ, Agricultural Production June 2006.

“Greentree’s flexible, integrated and ‘live’ environment has drastically reduced the amount of time I previously spent gathering information and preparing it for analysis. Now, it’s at my fingertips and I spend more time progressively analysing it for strategic insights.”

Rachel Robinson, Financial Controller - Keratec



Greentree – best bang for your buck

Rachel recalls a previous implementation of a product positioned similarly to Greentree but at twice the price. She was pleasantly surprised by Greentree’s lower implementation and ownership costs which were “a bit of a revelation.”

She says, “I was initially surprised that Greentree wasn’t a more expensive system since it did some things that the more expensive systems had trouble with.”

Keratec’s divisional growth and subsequent need to separate operational costs has been accommodated by Greentree’s strong reporting capability. The integration of key Greentree modules ensures that costs are accurately calculated and split between the parties to collaborative projects.

Leveraging Excel integration to produce reports from existing spreadsheets plus the automatic production of foreign currency invoicing means Rachel now spends productive time on more strategic tasks. She confidently states that, if she was going through the evaluation process again, her conclusion would be the same, Greentree, and she’s backing her enthusiasm by recommending it to others outside Keratec.

“The Greentree partner took pride in their work and extended themselves beyond what most would expect. They were more interested in growing a long-term supplier/customer relationship rather than making a quick sale”

Rachel Robinson, Financial Controller - Keratec

CHALLENGE >

Keratec had evolved from a mostly research-based organisation to a Centre of Manufacturing Innovation with several divisions each undertaking its own separate operations. The organisation needed to step-up from MYOB to a fully integrated and sophisticated system which enabled divisional reporting, asset management and job costing. The system needed to support and match future growth.

SOLUTION >

Greentree’s flexible and integrated Business Management Suite, Asset Management, Job Costing, Inventory Management and Foreign Currency Manufacturing modules. The Greentree modules also enable integration with Microsoft applications (e.g. Excel) and a strong capability in Divisional Reporting.

RESULT >

Greentree has provided the depth and separation of reporting by division as per Keratec’s requirements, increased productivity and free up time to focus on a well-managed and strategic future growth.

ABOUT KERATEC

Keratec is an international centre of manufacturing excellence, scientific knowledge and innovation in Functional Keratin™. Based in New Zealand, Keratec is a world leader in the creation of natural keratin materials for the consumer care and biomedical markets. Our scientists have explored and tested a range of solutions with Functional Keratin™, which is now used worldwide for improved human health and well-being.

For more information visit www.keratec.co.nz

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!”