



# THE GOOD OIL

NEWS FOR COMPANIES THAT ARE KEEPING AUSTRALIA AND NEW ZEALAND MOVING

## Road surfacing company covers more ground

by Daphne Ho

The lack of coherent job costing process had necessitated several experts in laying asphalt and other specialised road surfacing and line markings at Roadways to seek deliverance from a new Business Management Suite.

Phil Sidney, Managing Director at Roadways says that they really needed an integrated system with a substantial Job Costing capability that would effectively replace the numerous Excel spreadsheets the business had been running on for many years.

Salvation came in the form of Greentree's fully integrated modular solution. The seal of approval was given to Financials, Job Cost, Payroll, Inventory and Transaction Analysis which were all quickly deployed.

These modules provide not a by-pass, but a seamlessly integrated solution, supplying Roadways with all the right answers to questions. Roadways are now able to exploit key business data and focus their expertise on the core business of road surfacing.

The tracking of hours of usage and scheduling of maintenance of each machine is crucial since machine failure can cost thousands, if not tens of thousands of dollars in down-time and Phil says Greentree's reporting has been of outmost importance, "Greentree's reporting capability now fully informs management and this translates into



**IN FOR THE LONG HAUL:** Roadways taking 'the shortcut' to the future

better decision making when it comes to quoting and estimating future jobs – previously, we weren't getting the full picture about costs or machine hours."

The seamless integration between Greentree's modules means that re-

keying quote data is a task of the past since there is only one single entry of data required. Whilst Phil concedes Roadways aren't using Greentree to anywhere near its potential he says they are "improving and realising its immense capability every day."

## Industrial pipe engineers highly spec'd

by Paul French

Fibreglass supplier for corrosion resistant applications, Maskell Productions announced today that they are ready to battle the economic climate and invest in the world's latest technology in business software.

For over 30 years, Maskell provided supply and site jointing packages to several large projects including the various geothermal power stations in Australia, New Zealand and Philippines and USA.

Bryan Wentworth, Accountant for Maskell Productions, explored a more sophisticated job costing system and Greentree matched the bill. "Failing to do job costing right wastes lots of valuable time. With Greentree, we are now able to accurately estimate, schedule and manage our operations."

The impact of the new technology on the company is beyond Bryan's expectations. "Greentree has proved to be an excellent choice for our manufacturing based business with noticeable results within weeks".

## Leading heavy vehicle steering specialist breathes easy despite recession

by Daphne Ho

Australia's largest carrier of heavy vehicle power steering products is committed to producing the best engineered products in line with business growth.

This calls for razor sharp and precise information ranging from import transactions, product specifications and manufacturing. Equally important is the elimination of duplicated and reduction of manual processes. This gives time for management to focus on overall improvement in the quality of business rules and processes put in place.

Hydrosteer's Managing Director, Phillip White is confident that this can be achieved with the aid of their new business software Greentree.



He says, "It (Greentree) has delivered drastic improvements right across the board from providing mechanics with their precise work related information to reducing time-consuming manual tasks and providing structure around our manufacturing and business processes. All this is in addition to providing up to the minute reports enabling business decisions to be made with confidence."

### IMPORTANT FACTS!

- Australia's Federal Government has made a \$29 billion commitment to new and renewed facilities including local roads and community infrastructure.
- The NZ government has announced a \$142.5 million investment in the transport sector for five major state highway projects.

## Alucobond Architectural makes new investment in WA



**SOLID: Alucobond Architectural commits to ongoing growth**

by Daphne Ho

Alucobond Architectural has recently announced a significant investment in Western Australia, with the appointment of Darren Jackson as WA Commercial Sales Manager.

In the new position, Jackson will manage and co-ordinate WA's complete sales efforts, liaising with architects, designers, fabricators and builders to increase the penetration of Alucobond Aluminium Composite Material (ACM) in the local market.

"I look forward to building on what we have already achieved in Western Australia," said Jackson.

"Alucobond Architectural offers so many flexible and exciting design opportunities for architects, so my challenge is to show those within the local architectural and associated markets just how much they can achieve with our products."

Alucobond Architectural, CEO, Bruce Rayment believes Jackson's appointment highlights the company's commitment to achieving continued growth in Western Australia. "Darren's appointment is part of the ongoing growth and development of our organisation", said Rayment.

"Where we are today in terms of our organisation and being able to make the appointment of Darren would not have been possible if we had not have changed our business software in 2006. When we changed we considered many systems, but we made the right choice and chose Greentree. It was not only the right choice for where we are today, but is the right choice for where we want the business to go in the years ahead."

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.

"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," he says.

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.

## WELCOME!



Welcome to your first issue of The Good Oil, the good news for companies that are keeping Australia and New Zealand moving. This publication was inspired through the letters that have been written to us by Greentree customers, thanking us for changing the way they do business forever.

In this issue we look at companies overcoming their business roadblocks and the subsequent vast improvements they experience. During difficult economic times, and in very competitive markets, the best place to look for improvement is within. Good, streamlined systems and processes within a company are essential to keep the business running efficiently and with minimal waste.

We hope you enjoy this new publication. If you have any suggestions or ideas around how this publication could work for you, please feel free to contact me at [thegoodoil@greentree.com](mailto:thegoodoil@greentree.com)

Happy reading!

Daphne Ho  
Editor, The Good Oil



**ROCK-HARD: The Davey Group providing a sound foundation for its future**

## The Davey Group automates 60% of its manual processing

by Sheridan Hornsby-Hunt

The mining, transport and agricultural sectors in Queensland Australia continue to drive growth and change in companies like The Davey Group where the incumbent business system could be 'patched' no longer.

Michael O'Connor, CFO says "we simply couldn't keep sticking band-aids on it and more importantly, it wasn't enabling business growth - it just had to go". He says they needed to significantly reduce manual tasks and processes in order to get on top of costs and Greentree's Job Costing capability and integration were seen as key to achieving this.

He estimates the 60% reduction in manual processes achieved since Greentree went live 6 months ago is "modest", and it will provide a sound foundation upon which remaining manual processes will incrementally disappear over time. "Greentree is becoming the backbone for the group and we expect this to consolidate over time as we learn more about its capabilities and grow into its capacity."

Populating the HR database with employee data and remote access are just a couple of examples of opportunities for development. By entering the skills and qualifications of a specialised workforce and then being able to leverage those skills to grow contracting opportunities is an area Michael is keen to tap into. Remote access will help connect mobile staff to the office and improve communications.

## Armflame acquires Fittings Manufacturing Machines

by Daphne Ho

Specialist pipe laying and gas installation company Armflame has entered into the manufacturing arena with acquisitions of Fittings Manufacturing Machines and fabrication facilities being set up.

The acquisition meant that more stringent control of cost and processes is called for to ensure business flow and growth.

John Todd, Armflame CFO required a new software system to automatically calculate and charge back payroll costs to the job without having to re-key data. The stand-out performer was Greentree based on value of money and strong functionality.

This has enabled Armflame to quickly replicate the current working system with little disruption to business continuity. He is certain that development of Greentree has facilitated Armflame to track and manage growth over the next 5 years and beyond.

John says, "Greentree has given us the ability to add value to our business, control our job cost and improve the way we do business over the long term, but also with some quick short term gains."



## Palfinger loads-up with biggest transaction capacity



**TOP CAPACITY:** Improvement on system means less time spent monitoring stock

by Daphne Ho

To accommodate future growth and mitigate the impact of automation on business processes and staff, crane distributor Palfinger's management required a big capacity system which both the company and staff could grow into over time.

Jan Downey, Chief Financial Officer says a key driver in the decision to implement Greentree was its capacity to potentially update prices of unlimited number

of line items of inventory.

"Greentree has provided us with the right tools to manage our core business activity with lots of future capacity. It's also enabled us to improve business processes which have benefited from refinement," Downey said.

Overall accuracy and the quality of management time have improved. This is because less time is spent physically monitoring stock so staff now spend more progressive time on improving the processes Greentree has highlighted.

## ON TRACK by Graeme Stevens

Panel 1: A man and a woman are looking at a laptop. The man says, "It's hopeless, we never seem to get this job costing right." The woman replies, "Same issue every time! Surely there's a better way to do this..."

Panel 2: A green dog jumps up and barks "Woof! Woof!". The man asks, "Did you bring a dog to work? What is it boy? Looks like he's trying to show us something?" The woman says, "I'll let him off to see what he is trying to say..."

Panel 3: The green dog is sitting on the laptop. The man says, "This is amazing! All our tasks are streamlined so no important tasks will be missed...what's the secret?" The woman replies, "Greentree's BPM. Its unique escalation engine lets you automate tasks if they are not completed by their due time. So no more room for errors."

Panel 4: The man and woman are talking. The man says, "Wow! A talking dog! I wish my dog was that clever!" The woman replies, "He also does my taxes when he's not busy chasing cars..."

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## Investing in IT despite recession

by Sheridan Hornsby-Hunt

While the tough economic climate has seen many businesses balk at spending money on technology, transport company Smith & Davies has over the past few months invested in upgrading its systems and processes that had struggled to support business growth.

The Holy Grail for any transport based business has got to be the pursuit of the truly paperless despatch talking to GPS connected trucks.

Greentree has helped rescue this transport company from the paper war in the office and enabled management to focus attention on process improvement, profitability and connecting the office to its trucks.

Graham MacKinnon, Managing Director says, "Our whole system has become much more visible at every stage of the process. Greentree has allowed us to give more accurate quotes for jobs and be more efficient about carrying out those jobs.

That's great for our business because we are able to provide an even better service to our customers."



**CONNECTED: Smith & Davies is generating bigger revenues with fewer staff**

Management now have an instant view of daily costs and a more accurate overall view of the company's financial position at any time.

Greater visibility and closer tracking of job costs has translated into better decision making and quoting on future jobs with positive impact on Smith and Davies bottom-line.

In fact, MacKinnon says that process workflows have so improved that the company is generating bigger revenues with fewer staff.

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