

Customer success story
Halifax Vogel Group

Industry

Wholesale &
Distribution 

Location
Australia

Greentree product suite

Financial Management

Supply Chain & Distribution

Customer Relationship
Management

Manufacturing

Workflow

eBusiness

Human Resources & Payroll

Mobile Solutions

Greentree Secure

Greentree IQ (Powered by
QlikView)

ERP GIVES A BETTER VIEW NATIONWIDE

Halifax Vogel Group (HVG)'s Greentree system easily manages complex supply chain & customer service requirements, while delivering tailored key information for staff.

CHALLENGE HVG's rapid expansion, through its growing customer base and acquisition of other business, brought increasing complexity to customer service and information management.

SOLUTION Greentree's total integration eliminates multiple databases and manual processes, provides live visibility of inventory across facilities nationwide, and delivers intelligence that enables better decision-making.

RESULTS Customer orders are filled promptly and accurately, costs are better controlled, and everyone in the business has a view of the information they need to work smarter.

“The implementation of any ERP system for a business is about providing quality information for staff. Greentree provides that information that enables us to make better decisions every day.”

Bruce Rayment is the CEO of Halifax Vogel Group (HVG), which supplies building materials, graphics media and industrial and decorative fabrics to businesses throughout Australia.

“We distribute generally to small-medium enterprises, which are turning a semi-finished product into a finished item,” Bruce explains. “Our customer base is broad and diverse, we have a lot of stock-keeping units and a lot of small order quantities that are being distributed.”

HVG has been through rapid growth in recent years, adding new products and services, and acquiring related specialist businesses. It has branches in all Australia's mainland state capital cities and its annual turnover exceeds \$100 million.

All this growth put pressure on HVG to improve its business systems, bring them all under one umbrella, automate many manual processes, and better manage the increasingly high volume of orders passing through its warehouses across the country. Greentree was its choice.

Vital workflow tool

Greentree rolled multiple disparate systems, databases and spreadsheets into one integrated system. Integration has effectively eliminated manual processes, reduced huge amounts of data entry time, and significantly improved information flows and accuracy.

“The key pressures facing us as a business are getting our products out to our customers quickly, having the right stock in the right place at the right time, and being able to respond accurately and efficiently to our customers' requirements,” Bruce says. “Greentree does that for us by giving us clear, accurate information.”

Watch feature video



Bruce Rayment, CEO,
Halifax Vogel Group (HVG)

“Greentree provides information that enables us to make better decisions every day.”

Bruce wanted all the company's employees to have a personalised view of the tasks they needed to perform and information they needed to access. **Greentree Workflow** was the answer.

"The system is able to make it easy for our staff to provide inventory information to our clients when they make inquiries on the phone, or to our sales force in the field when they're discussing requirements with customers," he says.

"Greentree is an exceptional system in the sense that we're able to view all of our stock nationally," adds Stephen Dorrofield, HVG's Victoria State Manager. "Various warehouses store some of the products and others not. We're able to check that up very easily on Greentree to see whether stock is available in other warehouses, so that we're able to raise transfers to bring that stock into the particular warehouse that needs it. Our warehouse staff can then finalise an order and our customer service people immediately see that it's ready for dispatch.

"Greentree also allows us to standardise our processes, making us more efficient in the way that we perform the tasks across the business."

Data brings enormous benefits

The quality of data delivered by Greentree also translates into **operational intelligence** that enables better strategic discussions and decisions. Bruce is an enthusiast for **Greentree IQ***, which he uses daily wherever he may be for making approvals and taking the temperature of the business. However, IQ has also proved its worth to HVG's staff company-wide.

"The business benefits are enormous," he says. "It enables us to manage our inventory better, to analyse customers' sales patterns and purchases, and to analyse product movements very well. It also enables our sales team to manipulate data and to judge it

"Greentree has been able to handle the increasing size, scale and complexity of the business as it's grown, quite easily."

against various parameters such as sales revenue, budget and gross profitability.

"We get enormous value for money out of Greentree," Bruce concludes. "It's been able to handle the increasing size, scale and complexity of the business as it's grown, quite easily. Our future is very bright and I'm sure Greentree will be part of that future for a long time to come."

*Powered by QlikView



HVG (Halifax Vogel Group) is a privately owned Australian company that imports and distributes a diverse product range throughout Australia, including building façade materials, graphics media, engineered stone, decorative building products, and industrial and decorative fabrics. www.hvg.net.au

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