Greentree®
PRIMED FOR BUSINESS

A NEW LIFE, PAIN-FREE

CHALLENGE Alvin Electronics needed to modernise its distribution and financial systems.

SOLUTION As a user of CBA, Greentree's predecessor, Alvin's transition was a simple process.

RESULTS Staff are able to perform more tasks, accounting hassles are eliminated, and Greentree is already primed for Alvin's future expansion plans.

Lisa Rennie, Administration Manager, Alvin Electronics

"Having used CBA for so long, everything in Greentree just made sense."

For Melbourne-based Alvin Electronics, the switch from CBA to Greentree has been a liberating experience.

Now in its 25th year of operation, this modest-sized company imports a range of electronic products, which it sells directly in its home state of Victoria, and distributes nationally. It has some 1600 items in its catalogue, and has to compete with online shopping as well as other, similar companies.

Alvin Electronics has six full-time employees and one part-time, and uses Greentree for financial management and distribution. As a user of Greentree's forerunner, CBA, it made the switch to Greentree with little fuss.

"It was a no-brainer for us to move to Greentree," says Administration Manager, Lisa Rennie. "Nobody else could offer us anything close to what it had."

Robust and friendly

Although CBA had been a reliable workhorse for Alvin for many years, it was showing its age. Processing invoices, for example, required one part-time employee whose sole job was to enter the details into CBA. Greentree's user-friendliness has made data entry quicker, simpler, and cheaper.

"We've been able to rationalise the activity of our staff because the ease with which a lot of the processes can be done in Greentree," Lisa says. "Our regular staff can multi-task, which means we no longer have to employ temporary staff for particular jobs. For instance, anybody can now pick up a sales order and put it straight into the system."

Warehouse staff can turn an order into an invoice themselves, as well as processing packing slips and doing stock inquiries. Greentree has also helped to reduce errors in orders.
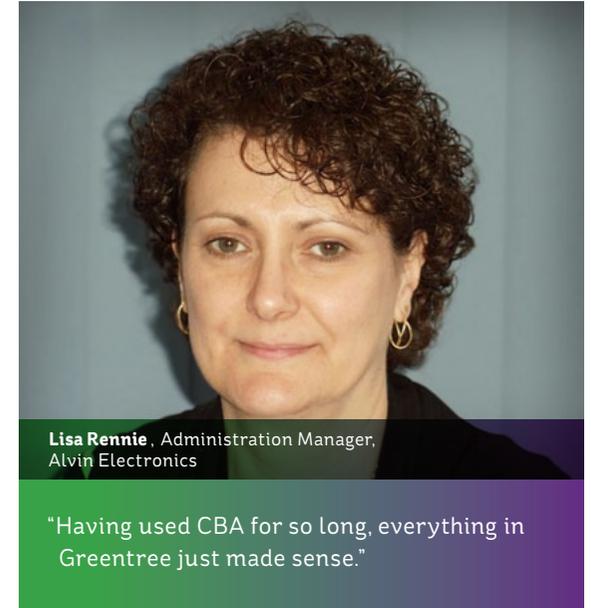
"The beauty of Greentree is that you can backtrack easily to correct an error before an order or an invoice is despatched," Lisa says. "With CBA, if there was an error in an invoice, we might have to do a whole credit process for the customer. Greentree has made it easier to identify what causes an error, so we can avoid it in the future."

Downtime because of system crashes is another common symptom of tired, outdated systems. Greentree's robust infrastructure just keeps on going. "It's very solid," Lisa says. "We haven't had any major problems with it – no outages."

No more freeze

For Lisa herself, Greentree has made the regular accounting process trouble-free and less time-consuming. The "big freeze" while the end-of-month process was performed is a thing of the past.

"The word 'streamlined' keeps coming to mind," she says. "The old end-of-month regime doesn't exist anymore – you just click a box and it's done. With CBA, everybody had to be off the system in order for me to process those monthly figures.

"Previously I could never take annual leave over the end of a month. I don't even have to think about

that now. I love the ability to automate a lot of the processes, such as statements. If I'm not going to be there that week or whatever, I can just schedule it through the task queue."

As we've already mentioned, CBA users have a distinct advantage when switching to Greentree: familiarity.

"Having used CBA for so long, everything in Greentree just made sense," Lisa recalls. "When we decided that everything should go live, it happened without any issues at all."

Alvin's future plans include an online store handling direct-to-consumer orders for a small range of goods. If those plans firm up, Greentree's eBusiness suite will be available for quick implementation.

"We had a vision of what we needed this software to do," Lisa concludes. "We saw that we needed to move with the times and future-proof ourselves, and I'd say the money was well invested.

"Because we're only using a small percentage of Greentree's overall capability at present, I have no doubt that for anything we want to do in the future, the technology that we need is probably already available, and we'll be able to use it."

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