

MYOB Advanced

Client Marnong Estate | Location Australia

Product MYOB Advanced | Industry Tourism, Entertainment, Food & Beverage



A simple, single solution

Marnong Estate, named after the aboriginal yam daisy, initially intended to create a legacy asset for the community to come together, where families can gather. MYOB Advanced proved to be the ideal system to keep pace with this ever-growing organisation.

Problem

Double handling, no single view

With its ever-expanding size and complexity, Marnong Estate was making do with disparate systems that each fitted separate parts of its business – Ezy Wines for wine manufacture and Sage CRE – Construction & Real Estate, for example. While each system suited its purpose, the lack of integration required double handling and offered very little overarching organisational oversight.

Marnong Estate General Manager Gerald Ackroyd explains that this was affecting every part of the business. “It doesn’t give you quick easy answers – you can’t see trends. At a micro level you’re transferring information across – you’re doing a lot of double tasking just to get the same result.”

As Marnong Estate grew, Gerald knew this limitation would become a real liability.

“It doesn’t give you quick easy answers. You can’t see trends. You’re doing a lot of double tasking just to get the same result.”

Solution

Managing an organisational structure “on steroids”

What Marnong Estate needed, explains Gerald, was something cloud-based that could operate all the separate entities, but still be “integrated back into an umbrella view.”

When Gerald went looking for solutions, what struck him about MYOB Advanced was its capacity to grow alongside Marnong Estate. “I’ve used many systems,” he explains. “But what Advanced offers is scalability.”

While Gerald could see Advanced would deal with the ever-expanding business’s data needs, it would also scale in terms of complexity. “Other companies start with five entities, maximum, and they’ve got the same chart of accounts so that’s not a difficult scenario.

We’re doing all that on steroids, plus each company is set up with sub-accounts used as departmental accounts. MYOB Advanced itself provides answers to all of it.”

Gerald says Advanced is “just as powerful as any other ERP system” but offers more advantages: “It offers flexibility on a greater scale and provides the tools we need to get the business done. And the licensing isn’t out of reach – it’s made things affordable.”

“It’s just as powerful as any other ERP system but offers flexibility on a greater scale, provides tools to get the business done and the licensing isn’t out of reach – it’s made things affordable.”

Outcome

Big efficiency gains and total picture

More than anything, implementing MYOB Advanced has created a pathway of future growth for Marnong Estate.

Customised reporting collates detailed financial information from their multiple companies – a task that used to be done manually. With these repetitive tasks now mostly automated, Gerald says he's seen an immediate difference in the day-to-day lives of staff.

"It's made daily tasks more efficient – we've increased the capability of the end user, and that suddenly opens up more opportunities."

Advanced offers the "clean" solution he was looking for, saying it "completes the circle" by allowing each entity to be individually managed, in their own general ledgers and in multiple currencies.

"But it all comes through in the overarching view," he adds. "That gives us transparency all the way to the end user."

Like with any big change, Marnong staff needed time to adjust, but found the system "simple."

"Once people were using it, the help-tools, the support and everything else has been magnificent."

Marnong Estate is looking forward to implementing more integrations, to feed more data into MYOB Advanced. Integration with their property management system, for example, will deliver seamless data and fewer errors. Gerald sees that as ultimately delivering even more efficiency gains.

"It will allow us to streamline our office-based staff to do multi-company management," he says.

"Once the data's all in MYOB Advanced, it has the full capability of giving me any level of detail that I want. The opportunity to set up custom reporting will provide the majority of that," says Gerald.

"It will mean we can get an all-encompassing report by just pressing a button."

"It completes the circle. It allows each entity to be individually managed, but it all comes through in the overarching view. That gives us transparency all the way to the end user."

Before	After
+ Multiple systems requiring double-handling of data	+ Less time spent on repetitive manual tasks has increased capacity of each staff member
+ Management of multiple entities with no automatic, overarching view	+ Management for each entity is broken down into more detail
+ No foundation for the company's rapid expansion	+ Customised reporting delivers easy answers to overarching questions
+ No 'easy' view of business trends	+ Integrations with existing systems will provide 'seamless' flow of data