MYOB Advanced

Client Marsden Maratime Holdings | **Location** New Zealand
Product MYOB Advanced | **Industry** Property Development, Marina Operators

Getting Marsden Maritime's reporting shipshape

Companies don't come more diverse than Marsden Maritime Holdings. It's managing tenants on its industrial land, developing property, operating a marina precinct at Marsden Cove and running a share-milking operation on its farmland. It needed more from its reporting than your average organisation. MYOB Advanced offered an unprecedented level of integration, which delivered improved reporting and time savings.

Problem

No integration, limited reporting

Over the last few years, Marsden Maritime has been expanding and growing, with a focus on diversification. A publicly listed company and majority owned by the Northland Regional Council, the company also owns and operates Marsden Cove Marina which includes a boatyard operation, and has finished a number of successful construction projects on their nearby industrial land. That it did this while using a custom-built, legacy financial management system makes these feats even more impressive.

As financial controller Gavin Carroll explains, the company needed robust, supported finance software that would contribute to its growth, rather than holding it back. "It was old. It was antiquated, with little functionality. There was also only one person in New Zealand who knew how it worked. If something happened to her, we'd have been in trouble."

Report writing was very limited in the old system, something that cost the company dearly. "Customisation was difficult, so it meant long hours creating reports in Excel, and there was also a risk of human error with that too," explains Gavin.

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Solution

Perfect-fit functionality makes everything faster and easier

Advanced had functionality that seemed to fit Marsden Maritime perfectly. With a cloud-based solution, Gavin's small team would avoid large capital expenditure, while future-proofing the company.

"It means we're not tied into hardware that we'd have to maintain, and would eventually become obsolete," says Gavin. "Now were always at the forefront of technology. MYOB Advanced fits the team now, but it's easy to scale without any capital investment. We can just grow."

With large developments being a major part of Marsden Maritime's business, having real-time tracking of project costs has made things "faster and easier." Advanced can easily handle the many projects, which each need their revenue and costs tracked separately. This used to be done manually – now it goes straight into the system.

"As soon as the invoices come in, they're tracked so you know where you are, instead of getting a surprise at month's end. If you have timely information, you have better decision making," Gavin explains.

Working with their MYOB business partner, he says the implementation process was "really well managed. They built a simple integration with the company's marina management system. Other than that, Advanced suited Marsden Maritime straight from the box. "We asked for a few tweaks to reports, but that was it," says Gavin.

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Outcome

Reporting alone saves two working days a month

Gavin most enjoys MYOB Advanced's flexibility in reporting and is impressed with how well the report writer integrates with Excel and other tools. "We've never had that before," he says. "It probably saves two working days in a monthly cycle and requires far less manual formatting. It's definitely reduced the complexity of spreadsheets."

This improved reporting has also given him and his team more timely access to information. "It means you have a lot more oversight of what's going on as it's happening, so you can make better decisions," says Gavin.

The real benefit, as far as he's concerned, is in the integration – it's simplified the management of all the varied areas of the business, from inventory in its fuel station to keeping tabs on payroll and marina tenants' rent payments.

"There's no real area of the business [MYOB Advanced] can't handle. Being fully integrated – an ERP – it's a one-stop shop. You're not spread across different systems trying to pull everything together. It really suits us," says Gavin.

Gavin has been working with MYOB Advanced for a few years now and is still impressed. "If we had to do it over, we would go with Advanced again. We're happy – and I think my team would say that, too," says Gavin.

With the business likely to grow ever more complex, Gavin's now interested in how BI could help deliver even more comprehensive real-time reporting and performance measurement. He also sees scope in making Advanced more widely available within the business and using more of its functionality. "We could roll it out so people can have access to information without needing to get us involved," he says. "There's also a lot of functionality in the system that we haven't delved into yet."

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Before	After
+ Unsupported system put company at risk of significant downtime	+ Cloud-hosting offered a scalable, supported solution
+ No integration required hours of manual data manipulation	+ Significant time savings with full integration
+ Limited reporting left no room for customisation	+ Easily customisable reports deliver timely data, more oversight and better decision making
+ Data was always outdated and potentially incorrect	+ Project tracking module easily handles development complexity
	+ Excellent implementation that came in on budget

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