

Customer success story
Oppenheimer

Industry

Food &
Beverage



Wholesale &
Distribution



Location
Australia

Greentree product suite

Financial Management

Supply Chain & Distribution

Manufacturing

Workflow

Business Intelligence

Mobile Solutions

ERP SYSTEM IS A GOURMET TREAT

Greentree helps Oppenheimer's plans to lead in a mushrooming consumer market.

CHALLENGE Oppenheimer needed a system capable of handling a major influx of new business in the retail sector.

SOLUTION Greentree gives instant views of live customer data, tracks orders and inventory, and delivers a widely diverse range of performance metrics.

RESULTS Sales have doubled in some cases, performance data is available in seconds, and Oppenheimer is confident it's delivering a superior customer experience.

TV cooking shows have taken gourmet cuisine out of the fancy restaurants and into the average home. Thousands of people watched and said "I can do that!"

They brought a business boost to companies like Oppenheimer Pty Ltd, which has supplied the restaurant trade for decades with professional tools, like those super-sharp kitchen knives you see the chefs wielding as they slice and dice.

"The Masterchef series really drove market demand in the domestic kitchen environment," says Andrew Ashwin, Oppenheimer's Executive Group Manager,

Professional Equipment & Administration. "Over 10 years we've probably had 40% growth in our equipment division."

Serving a diverse and ever-growing customer base across Australia brought the need for Oppenheimer to modify its business systems to deliver greater accountability and transparency, and to give its sales staff more information. The answer was Greentree.

New revenue stream

Oppenheimer started over a century ago, making sausage casings for the smallgoods trade. Today it



"Greentree has given us greater accountability and greater opportunities, and it's given our customers a better outcome."

Andrew Ashwin, Executive Group Manager, Professional Equipment & Administration, Oppenheimer Pty Ltd

remains a family business running three divisions, which cover blending and manufacturing food ingredients on a bulk scale, the importing and distribution of professional equipment, and gelato ice cream ingredients. Each division is independent, with widely differing product ranges and customer bases, from large catering organisations to kitchenware stores and ice cream parlours.

"The equipment division has become far more competitive," says Andrew. "We entered into new markets and got more heavily involved in retail,



which was not a traditional spot for us, and that's generated more revenue.

"As consumers have become more educated and more product choices have become available, we've had to differentiate ourselves. We're engaging more one-on-one with customers, which brings new challenges in managing financial sales data, marketing and communication.

"I think that for any organisation, the strength of their ERP system is the strength of the business," Andrew continues. "You can begin with a sales number or a cost base, but the intelligent part is being able to analyse it and what it means for your business."

Data in seconds

Greentree's fully integrated functionality gives Andrew everything he needs at his fingertips – whether it's customer information, sales, purchase orders or inventory.

"If I want to know, for instance, what our sales are for the month compared to budget, it takes me just seconds. I can see the differences across each state and drill down quickly. For reporting, I have visibility of the various measures that we need in regard to quantity and dollar value."

Greentree's Workflow desktops are crucial for both the company's processes and its customer service.

"Everyone, including me, gets their own view. I'm able to tell a customer precisely when a shipment is due in, and the date by which they can expect to see their order. We can offer customers special deals on the spot, with the surety that we can deliver."

Instant customer service

For Oppenheimer's sales staff, Greentree has revolutionised their ability to close sales. They're present at all the major kitchenware trade shows, and an integrated application enables them to access Greentree on their tablets from the show stand.

"With Greentree, we can respond better to the customer and be precise about their order."

A customer can place an order on the spot and where in the old days it might have taken weeks to fill, the sales rep can enter all the details and have the order dispatched even before the show is over.

"If a customer walks into a trade show planning to spend \$50,000, we want to make sure that we're on their priority list and that they confirm an order," says Andrew. "Over four days of one show we did double the business that we had the year before.

"With Greentree, our people on the stand have more time to sell and up-sell. We can respond better to the customer and be precise about their order."

Open to new opportunities

From ordering and tracking international shipments of products, to managing finance, inventory and warehousing, Greentree is now Oppenheimer's business hub.

"Our staff, all agree that it's made their jobs so much easier," Andrew says. "Our data is always up to date from a single entry point, allowing everyone to focus on their most important tasks.

"We're in a highly competitive environment, but we expect to continue growing and being a market leader in what we offer our customers, not just in products but in quality of service.

"Greentree has given us greater accountability and greater opportunities, and it's given our customers a better outcome."



With operations in Australia, New Zealand, India and China and global alliances with some of the world's most recognisable brands, Oppenheimer is now one of the industry leaders in providing innovative solutions for global food service operators and the retail trade.
www.oppenheimer.com.au

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