

Customer success story

hiPP.com.au
– The Carton House

Industry

Manufacturing 

Wholesale &
Distribution 

Location

Australia

Greentree product suite

Financials
Distribution
CRM

Supply Chain Management

Manufacturing

Workflow

eReporting

Greentree business partner

Star Business Solutions

GREENTREE THE BEST OPTION FOR HIPP.COM.AU

BUSINESS BENEFITS

- Clear explanation of implementation process and division of tasks ensures milestones are met and the project comes in on time.
- Expert knowledge of Greentree minimises customisation, reduces costs and keeps project within scope.
- Customised Sales Order Entry process reduces data entry time from 2-5 minutes to under 60 seconds.
- Customised sales-by-rep process traps errors and improves sales reporting accuracy.
- Workflow enables users to customise individual desktops to view only 'need to know' data which enables faster answers to customer's questions.
- Flexible Tree Analysis and custom reporting ideal for sales analysis of many small value customers.
- Sales Analysis and Leakage reports of strategic significance for planning and purchasing in a sales-oriented organisation.



“Star Business Solutions know Greentree inside-out and went the extra mile to understand what we do and why we do it – they’re not ‘yes-men’ so to speak. They listened attentively to our suggestions and provided constructive feedback, which is fantastic.”

Eric Sara, General Manager, hiPP.com.au

Eric Sara, General Manager at hiPP.com.au found that whilst the vertical market system worked fine for one side of the business, it was other side's biggest overhead.

The Business Scenario

Basically, there are two separate but cooperative businesses; The Carton House designs and manufactures gift boxes and cardboard packaging solutions which are made-to-order and sold direct to businesses and customers; hiPP.com.au designs and sells packaging & social stationery which are sold via a network of wholesale distributors and retailers throughout Australia & New Zealand. Greentree's work flow and drill down capability were the deal-clinching factors in the buy decision.

“Greentree introduced us to a world we wanted to move our business to – our working environment is far less stressful and most importantly, our customers get the answers they want, instantly,” says Eric.

Upfront explanation speeds implementation process

Greentree partner Star's “crystal clear explanation, upfront” of the implementation process and clear division of tasks between the two organisations were critical success factors. A greater understanding of the process and tasks improved the quality and speed of decision making. Everyone assumed responsibility for doing their bit by an agreed date which meant the project hit expected milestones and as a result, came in on time and within budget.

Star's Greentree knowledge minimises customisation

Eric says Star made constructive suggestions and explained the pros and cons of various options within the current build. He has no doubt that Star's expert understanding of Greentree's functionality within the context of hiPP's key business processes, kept customisation to a bare minimum. This contained costs and maintained the project within its original scope.

Sales Order Entry time reduced from 2-5 minutes to 60 seconds

With thousands of products in stock at any one time, Eric says it was a real challenge for new staff to learn all the codes and descriptions of every stock item. Working closely with Star, they came up with a simple customisation that would group products under a standard description to reduce order entry time. Excel integration further enhances the customised Sales Order Entry process by reducing the time involved in entering an order from 2-5 minutes to under 60 seconds which Eric states "is extremely fast." With thousands of orders processed each month, this saves hundreds of hours over time.

Customisation reduces admin time by trapping errors

The old system didn't trap errors like the allocation of Sales Reps to incorrect customer sales. This resulted in many hours of administration work to correct the figures. Eric says Star suggested a simple customisation which used a code to link a rep to a geographical location. Errors that slipped through that process could still be corrected in invoices before they went out to customers. This greatly improved the accuracy of reporting for management.

Workflow's cost-benefit advantage

Workflow is a dynamic tool allowing users and managers to customise the desktop. This ensures

each user only needs to view information most relevant to his/her particular role. Eric explains how "warehouse staff now quickly and readily access and pick orders on-the-fly plus tell customers the 'live' status of an order." Now they can get straight to the information they need to know. Eric says "Workflow has saved so much time and for our business, this factor alone has meant that the benefits of Greentree by far exceed the cost."

Excel integration, Tree Analysis and Report Writer enable power-reporting

Greentree's flexibility easily caters for the analysis and reporting of thousands of customers of small value. Excel integration and Tree Analysis combine to provide a powerful tool enabling "weird fields of data to be analysed, grouped and segmented into specific market verticals." Report Writer enables the presentation of information in a customised report. Eric says other reporting and analysis tools require you to sift through standard fields of data which for hiPP.com.au, simply isn't practical.

Another vital report for a sales-oriented business such as hiPP.com.au is Sales Analysis and Leakage. This basically tells the Sales Manager who bought what, how much and when and it's strategically significant for planning and purchasing.

Looking ahead

Greentree has met and exceeded Eric's expectations by delivering both tangible and intangible business value. He's convinced that when happy users can work with a system that is easy to use and empowers them to give customers quick answers to 'where's my stuff' questions, job satisfaction increases and customers get better service. Greentree has introduced Eric to the business environment he wants to move the business to.



hiPP.com.au are passionate designers of fashion packaging, social stationery and gift lines which are sold off-the-shelf through a network of wholesale distributors and retailers throughout Australia & New Zealand.
www.hiPP.com.au



Star Business Solutions is Greentree International's most experienced and well-resourced Business Partner and value added reseller and developer. Star Business Solutions has been in partnership with the company since it began and undertaken a number of development projects on behalf of Greentree that have become critical in developing Greentree's total business solution.
www.starbusinesssolutions.com.au



We are unashamed technology and business buffs; fanatics; addicts. Call us what you will, we have one obsession: building the best business software. Greentree is today's ultimate business painkiller and multivitamin, that in 10 years time will still be the best performing business software.
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