"We have rid the sales process of paper, streamlined our sales reps' activities, and received very positive feedback from employees and customers. Going forward, we are very confident that we can plan our future automation projects with SYSPRO."

Willem Meyer - Nelson Australia, Chief Finance & Operations Officer

Nelson Australia Automates Processes with SYSPRO

At a Glance

KEY CHALLENGE

Integrate with major customer's EDI system

KEY BENEFIT

Substantial reduction in labor, increased quality of financial data, and improved service levels

ORGANIZATION

Nelson Australia

INDUSTRY

Machinery and Equipment

END USER MARKET

Agriculture, landscape, golf and mining industries

NELSON AUSTRALIA
INNOVATION IN IRRIGATION

Customer Profile

Established in 1994, Nelson Australia is a subsidiary of Nelson Irrigation Corporation in the USA, and a leading distributor of technologically-advanced irrigation equipment in the Australian and Asia Pacific markets. With offices in Brisbane and Perth, the company boasts an international reputation for providing efficient, sustainable and dependable irrigation equipment to the agriculture, landscape, golf and mining industries through a network of qualified dealers.

The Mission

Nelson Australia has been running its operations on SYSPRO Enterprise Resource Planning (ERP) software since its implementation by ProActive Integrators in 2004. In 2006, Nelson implemented SYSPRO's Product Configurator, gaining control over sales orders and inventory with real-time accuracy. In 2009, one of Nelson's largest customers, Reece Australia, with more than 200 retail branches, made integration into its Electronic Data Interchange (EDI) system mandatory for all its suppliers.

The Solution

ProActive Integrators developed and implemented a custom-built EDI application that polls Reece's EDI system for all Nelson's inbound sales orders. If a sales order document is found, the application downloads it, creates a transaction log, and converts the document to XML format using SYSPRO's auto-import tool, the Document Flow Manager (DFM).

The Outcome

Willem Meyer, Nelson's Chief Finance & Operations Officer, says the project was an unqualified success. "Once integrated with Reece Australia's EDI, our new application auto-imported sales orders into SYSPRO and sent a notification to the relevant employee at Nelson as well as to Reece to acknowledge receipt of the order," he says.

"When the goods in question were shipped, the application sent an automatic invoice to Reece via EDI. By automating the sales order and invoicing processes we eliminated an enormous amount of paper shuffling and minimized the errors that inevitably crop up during data entry. This represented a substantial reduction in labor, increased the quality of our financial data, and allowed us to improve our service levels to a very important customer."

SYSPRO™
Simplifying your Success

CASE STUDY

Why SYSPRO?

Emboldened by success, Nelson Australia began to make plans for a new phase of automation. "About two years ago, we decided to move into the modern era with a program of automation. Our first concern was mobility, as Nelson Australia covers the whole of Australia, with sales representatives in most of the states," Meyer says. "We wanted to streamline the sales process and give our sales reps easy, immediate, 'on-the-road' access to the information they routinely require. To that end, we decided to extend our software to the frontlines with a quotation tool. But to do that, we needed to provide our entire sales team with mobile, real-time data from SYSPRO."

Accommodating a Complex Pricing Structure

For most companies, SYSPRO's native quotation tools are sufficient. Nelson Australia, however, has a particularly complex pricing structure. "We have buyers' groups, monthly specials, and something we call 'Wild Cards'. At the beginning of every season each of our customers gets a Wild Card, which provides extra discounts on top of our regular discounts," Meyer says. "The processes we need to handle those transactions are not native to SYSPRO. Since our requirements were too complex to build in-house, we hired a software developer to build it for us."

Poorly built or integrated third-party software can create ERP difficulties, such as duplicated data. To surmount those problems, SYSPRO provides tools that facilitate interoperability with best-of-breed third-party products - such as those created for Nelson Australia. When SYSPRO integrates with an external process or third-party application, the SYSPRO Integration Framework opens secure connections to SYSPRO's business logic.

The process preserves SYSPRO's status as the Single Source of Truth (SSoT), but grants external programs, such as Nelson Australia's quotation tool, direct interaction with the SYSPRO database. Security, validation and control are maintained through business objects, or through an automated transaction queue managed by the SYSPRO Document Flow Manager (DFM).

Excellent Preparation for the Future

Thanks to the Reece EDI implementation, Nelson Australia was already familiar with SYSPRO's Integration Framework. The experience, it turned out, had been excellent preparation for the task ahead.

"Once the new quotations module had been built and delivered, our real job began, which was to turn our new software into a mobile application, and then integrate it into SYSPRO," Meyer says. "When the mobilization and integration processes were complete, the quotation tool worked exactly the way we'd envisioned. When our sales people hit the Send button, the quote they transmit to SYSPRO is automatically converted into a sales order by the DFM, which pulls the XML file, reads it, and uses SYSPRO business objects to create the sales order."

Overall, the project's results have been excellent in terms of both ROI and employee morale. "I'm happy to report that we have rid the sales process of paper, streamlined our sales reps' activities, and received very positive feedback from employees and customers. Mobility and real-time data combine to make life a whole lot easier for all concerned. Our sales reps can e-mail quotes to their clients on the road, in PDF or Excel, and the quotations look very professional," Meyer says.

Looking ahead, Nelson Australia is planning to build more applications. "Since completing the quotation tool, we've been building and integrating new software gradually, such as security tools and elements of CRM (Customer Relations Management). We are also working on a whole new invoicing system."

Commenting on the ease with which SYSPRO integrated third-party software, Meyer is distinctly positive. "Thanks to SYSPRO and ProActive's expertise, it was really quite simple to integrate the two systems. In fact, it was the easiest part of the job. It was very simple to create the connections to SYSPRO, and the tables and structures within the SQL database are easy to understand. Going forward, we are very confident that we can plan our future automation projects with SYSPRO."

About SYSPRO

Established in 1978, SYSPRO is an industry-built Enterprise Resource Planning (ERP) solution designed to simplify business complexity for manufacturers and distributors worldwide. SYSPRO provides an end-to-end business solution for optimized cost control, streamlined business processes, improved productivity, and real-time data analysis for comprehensive reporting and decision-making. SYSPRO is highly scalable and can be deployed either in the cloud, on-premise, or accessed via any mobile device.

Combined with a practical approach to technology and a passionate commitment to simplifying business processes, SYSPRO dedicates itself to the success of its partners and customers alike.

SYSPRO's intuitive product features, business intelligence capabilities, and easy deployment methodology are unmatched in the marketplace. The depth of software functionality and targeted industry knowledge makes SYSPRO an excellent fit for a number of select manufacturing and distribution industries, including food and beverage, machinery and equipment, electronics, fabricated metals, automotive, and many more.

Learn more about SYSPRO's solutions for the Industrial Machinery and Equipment industry.
Click here or contact us on info@au.syspro.com

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