

Greentree measures-up for Australian ceramic tile company

Crosby Tiles had a significant need for flexible unit-of-measure calculation within inventory management but the only offering that had all the angles covered was Greentree.

THE BUSINESS SCENARIO

Andrew Williams, General Manager at Crosby Tiles explains how "Inventory and Systems Management are the backbone of our operations. As an importer with lead times of up to 4 months, we literally can't afford to miss the boat." The need to maintain its reputation as an innovative industry leader through outstanding inventory and logistical issue resolution capability, had become the business imperative.

Greentree's Excel integration clinched the decision to migrate from the incumbent system since existing investment in large linked spreadsheets could be leveraged. Management's familiarity with Excel ensured they could hit the ground running to quickly capture and analyse data to create more sophisticated reports than the previous system would allow.

Unique ability to import overseas costs improves operational efficiencies

Crosby Tiles imports the majority of its inventory from exclusive manufacturers in Italy, Spain, Sri Lanka, Turkey, Brazil and various other parts of the world.

Andrew is enthusiastic about Greentree's Import Costing and Foreign Currency module which "fitted like hand-in-glove from an implementation perspective."

"It has radically improved the operational efficiencies in our logistics department and provided more timely and accurate information to assist in management decision making." Integration and a single data entry point combine to automate processes by reducing paper work and improving accuracy.

Colour Selection add-on key to competitive advantage

Andrew explains the challenges of having a foot in both the interior design/fashion industry (from a product selection perspective) and the building/construction industry (from a logistical perspective). Building a new home is an emotional, challenging experience for most home owners and Crosby's respond by understanding consumer trends and ensuring affordability and availability of high quality products. Sounds simple enough but as Andrew explains, delivery can be as short as 2 weeks and it can take 6-18 months from the time tiles are chosen to when building commences. Anything can happen during this time and he says "overstocking as a contingency plan to cover all eventualities isn't strategically smart and it's also a waste of capital investment."

Business Benefits >

- Total data-integration affords productivity efficiencies by reducing paper work, reducing time and improving accuracy
- Smart consumer trend analysis =

competitive advantage

- Highly controllable Inventory Management and Colour Selection add-on reduces stock over-ordering and stock-holding costs dramatically

- Customised add-on will upgrade the manual process to electronic with flow-on improvements in the future
- Batch Lot Tracking affords consistent quality with serial tracking of batches.



CUSTOMER
Crosby Tiles



INDUSTRY
Building & Construction



LOCATION
Australia



**GREENTREE
PRODUCT SUITE**

- Financials
- Distribution
- Customer Relationship Management
- Supply Chain Management
- Workflow Designer
- Business Process Manager
- Customised Colour Selection Add-on

“Innovation is critical in our industry and Greentree dovetails into this to help us maintain our competitive position.”

Andrew Williams, General Manager – Crosby Tiles

Greentree’s flexible Inventory Management system integrates with the Colour Selection add-on to create Crosby Tiles competitive advantage.

Proactive forecasting vs. reactive

Like any fashion item, it can become unfashionable quicker than it was the ‘in’ colour which presents a challenge for inventory management. Due to the time delay between product selection and delivery, sales data can be misleading. Andrew says sales are more of a lagging indicator of trends and can only tell management what consumers chose 6-18 months ago. Management required a system that would produce leading indicative data.

The customised Colour Selection add-on is designed to capture data based on selection rather than sales. This enables management to better predict where consumer trends are heading (proactive) as opposed to examining historical sales data (reactive). Andrew states this will enable Crosby’s to get ahead of the play and source products to satisfy the changing needs of customers. Since the Colour Selection add-on is part of and integrates with Inventory Management, the combined effect is to reduce stock over-ordering which results in a reduction in the costs associated with holding stock.

What’s more, this add-on will upgrade the current manual Colour Selection process to become fully electronic and integrated in Greentree. “The upside of this functionality for us is endless. There is nothing in the industry that compares to it and we are very, very

excited to be implementing some of its features over the coming months.”

Batch Lot Tracking will help resolve batch shade issues

Andrew explains that as ceramic tiles are a naturally produced product, each batch of the same product will have subtle differences. Often, these batch changes are unnoticeable but sometimes the variation may be large enough to warrant a separation of batches within the inventory. Crosby’s are looking forward to implementing Greentree’s Batch Lot Tracking module which will track the serial numbers of unique lots and minimise batch shade issues.

Greentree’s integration and flexibility for customisation have been innovatively leveraged to help Crosby Tiles maintain its position as industry leader. Management has the tools to predict changes in consumer trends based on future preference not past sales and this creates a competitive advantage over competitors. Management now look forward to spending more progressive time on leveraging more of Greentree’s capability as the business continues to grow.



ABOUT CROSBY TILES

Crosby Tiles was established in Western Australia in 1922 and was the first company to merchandise ceramic tiles in Perth. The company is widely recognised as the states leading ceramic tile merchant, employing around 50 staff over three metropolitan locations with agents in almost every country town.

The company believes the key ingredients of its success are quality, choice, exclusivity and affordability.

For more information visit www.crosbytiles.com.au

ABOUT GREENTREE

Greentree International specialises in developing highly effective business management software solutions. The Greentree product has been developed by the authors of CBA, arguably the most successful business software package for small to medium sized businesses in Australia and New Zealand.

In choosing Greentree you are selecting a business system that will truly empower your organisation today and grow with you into the future. The Greentree Partner Network provides a highly skilled local support team that will ensure you achieve tangible business benefits. Greentree has also been recently recognised as a global ‘Rising Star’ by MIS magazine Australia.

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