



Keep your business on the
move with Sage

Solving local needs in the logistics,
distribution and warehousing industries

sage

Introduction

The logistics, supply-chain, and warehousing industries keep the entire Australian economy on the move, delivering all the products that consumers buy at shops, petrol stations, supermarkets and over the Internet.

For organisations to succeed in this industry, making smart use of the latest technology is vital. They need to have integrated enterprise wide systems that allow them and their supply and distribution networks to react quickly and be in a position to set trends.

Sage software and our partners have an extensive history in logistics and warehousing, bringing years of local and international experience in developing solutions that manage: warehousing and inventory, freight and dispatch scheduling, service management, as well as eCommerce and online logistics. These solutions seamlessly integrate with our core ERP and financial management solutions, Sage ERP Accpac and Sage ERP X3, to give you a complete 360° control of your business.

Industry Trends

The logistics industry is highly competitive in Australia and is growing rapidly in response to influences such as globalisation, new production processes, proposed carbon emissions trading schemes and technological advances. The demand now for just-in-time inventory capabilities is significantly rising, as well as the need for tracking information. At the same time, transportation companies are facing increasing costs associated with the movement of goods, fuel and labour costs.

Technology is a key component of the solution for stabilising if not reducing supply chain costs by helping organisations to reduce inventory in the pipeline. In order to achieve this though, it is important to have the right level of connectivity, and to have your software and data coexisting and cross communicating in real-time.

One of the major trends we are currently seeing in supply chain IT is a move to adopt more advanced ERP solutions that will allow supply chain organisations to achieve this connection and cross share information in their business.

Today, when it comes to ERP systems, businesses are looking for a scalable solution that is going to grow with the business for the life of the business. It needs to be a living; breathing and adaptable solution that can evolve as the needs and complexity of the business evolves.





The freedom to grow a solution and customise it to meet specific business needs is the key thing we find supply chain customers are looking for in ERP solutions today.

In terms of the specific business challenges they meet, customers are looking to solve several issues with ERP including:

- Improved ability to operate and trade quickly and easily across multiple markets and geographies while maintaining the same degree of accuracy and security that businesses have come to expect. With increases in broadband Internet speeds and Australia's relatively strong performance throughout the Global Financial Crisis, Australian manufacturers are well placed to capitalise on not just local, but global business opportunities. Strong business process management software like integrated ERP and CRM at the backbone of any organisation will enable them to do this.
- Streamlined processes – e.g. account management, billing and packing to save time and reduce opportunity for human error .
- Interoperable systems to ensure they have a single view of every customer across the business regardless of where they are – this points to the need for improved mobility.
- Adherence with regulatory compliance standards for reporting and record keeping – all of which are imposing increasing pressure on businesses.
- Improved data to deliver productivity and efficiency increases across the business – a critical component in the highly competitive supply chain market

Looking to the future, as businesses continue to choose between on-premise and on-demand delivery models when it comes to business software purchasing, you can expect to see continued developments in ERP solutions to suit each preference, providing customers with greater freedom of choice in both spaces where the business need/structure permits.

Industry-leading ERP technology

Our core accounting and financial management applications, Sage ERP Accpac and Sage ERP X3, are the platform from which Sage's warehousing and logistics solutions are built on. They offer fully integrated financial, distribution, costing, service management, EDI, business intelligence, eCommerce, warehousing and customer relationship management solutions.

With the enterprise-wide benefits of process automation, greater business intelligence, and enhanced productivity, Sage solutions allow you and your logistics networks to react quickly and gain advantage over your competitors.

Sage ERP Accpac and Sage ERP X3 offer great flexibility, scalability, ease of use and are quick to install. As both solutions are modular and customisable, this ensures the Sage solution is configured to meet the unique requirements of the organisation, and is implemented when needed. Whether the choice is Accpac or X3 will depend on the exact nature of the business and its requirements.

Key functional benefits

Financials

Both Accpac and X3 offer you true freedom of choice, seamless integration, high performance and reliability strengths. In addition, they both offer industry-leading accounting applications built on world-class architecture, providing the financial and business process management backbone of your organisation.

Order entry

Available online or offline, with Sage ERP solutions, you can manage the entire order process including fulfillment and raising back orders where needed to minimise costs and maximise efficiencies. Price management is fundamental to a streamlined distribution environment.

Intelligent purchasing

Both Accpac and X3 give you the ability to manage and review total costs including landed costs in order to truly understand stock cost. It is crucial to understand the inventory investment versus customer service levels and how these are measured. Through a combination of CRM and stock management, the right information will reach the right people at the right time. With demand forecasting capabilities using algorithms for single-screen stock ordering, Sage solutions allow for allocations per warehouse and per location.

“With our Sage ERP solution all information is online in real-time. On any day, I can obtain a full financial statement for all business operations. At previous companies, it could take as long as five business days for me to get complete end-of-month financial statements. But with our Sage ERP solution, this process takes just one day. Sage saves me 48 days a year.”

***Nancy Portello, BarrierMed,
Chief Financial Officer***



Inventory

Sage ERP solutions fully cater for serialised inventory and lot tracking; assisting shelf life management and expiry dates. This functionality has proven to be extremely useful with Sage customers in the food, beverage and pharmaceutical industries in Australia and New Zealand.

Warehouse management

Leverage a powerful, feature-rich Warehouse Management solution that automates materials-handling processes and scales to accommodate the varied demands of small and mid-sized distribution centres as well as high-volume environments. By integrating advanced radio-frequency and bar code technologies with warehousing automation functionality, Sage provides a comprehensive fulfillment center and warehouse management solution that includes order management, receiving, stocking, replenishment, picking and other specific industry tasks.

EDI

Our Electronic Data Interchange (EDI) solutions allow you to electronically exchange order, invoicing, and payment data with your customers and suppliers. More and more large enterprises are using their clout to require EDI capabilities of their trading partners, so the sooner you can get set up with an EDI solution, the better.

CRM

By adding CRM functionality to your solution, you can quickly analyse, manage and synchronise sales, marketing and customer care activities across all points of contact. Regardless of how, when or where your customers, partners and suppliers choose to interact with your company, CRM allows you to successfully manage these relationships and the integral business processes that allow your business to operate on a daily basis.

Service management

Service Management offers transport and logistics organisations a complete end-to-end business management tool. Your entire cycle – from sales and marketing through to quotations, route scheduling and costing – as well as complete fleet management and maintenance can all be accurately tracked and reported in a simple business intelligence layer.

Benefits by job role and department

Operations, warehousing and distribution

It is the responsibility of the operations, warehousing and distribution departments to ensure the organisation's products are developed, manufactured and delivered to the right place, at the right time, with the goods still intact. Most importantly, this needs to be done in the most cost-effective and efficient way as possible.


Customer expectations must be met in terms of product quality, product availability and in-service delivery. Numerous relationships need to be maintained to ensure the smooth functioning of supply-chains, from suppliers and product partners, to external warehouses and storage depots, to freight and shipping companies and finally to the consumer.

The CRM functionality of our solutions allow your organisation to better manage all of its processes, relationships and improve the flow of communications. With Sage ERP Accpac or Sage ERP X3, not only will you have a complete view of your business but a much stronger understanding of it too. For companies to succeed at competing while keeping costs to the minimum, best practice approaches mandate the adoption of the latest technology and business management applications to run their operations.

A number of the key benefits that an integrated Sage ERP solution can provide, include:

- Quick and accurate order entry
- Timely and accurate delivery of goods to the customer
- The development of flexible distribution and supply networks that respond quickly to volatile levels of demand
- Reduce costs through better inventory control
- Improved visibility of all business processes and job functions
- Quick and cost-efficient recall of faulty products
- Improved customer service





“When a new order comes into Linen House via EDI, the system imports the order and verifies pricing and stock availability. At the same time the warehouse has visibility of the order, enabling preparation of the picking process before the order has even been received by the warehouse. Invoices and carton contents reports are automatically generated upon completion of each order being picked, along with the freight manifest which is electronically forwarded to the transport company each evening.”

Mark Bertolozzi, Managing Director of Linen House Australia.

Finance and accounting

Sound financial management and accounting are vital to the success of any logistics and warehousing business. The people involved in running and managing the accounts and finances of an organisation perform a range of mission critical tasks and projects that keep the business running smoothly. Such tasks often include:

- Budgeting, financial planning, reporting and analysis
- Invoicing customers
- Accounts receivable monitoring and collections
- Account reconciliations
- Payables processing
- Consolidation of multiple entities under common ownership

Other common practices include setting up adequate internal controls for all business processes, handling external audits, dealing with banks in order to obtain financing, and managing taxes (although they may outsource much of the actual work to an external organisation).

All of this reflects the need for the finance department to have accurate and timely business information to carry out its tasks, produce accurate reports and offer comprehensive yet concise analysis of business performance. By having an integrated Sage ERP solution, financial managers are able to eliminate human error, reduce administrative workloads, speed up business processes with automation, ensure regulatory compliance, and improve their business analysis and forecasting.


Sales and account management

It goes without saying that the local logistics, distribution and warehousing industry is an extremely competitive one. The ability to establish and maintain valued relationships with customers and accounts to generate and increase revenue is vital to growth and profitability.

Both Accpac and X3's CRM applications will allow you to better manage opportunities, monitor and forecast sales activity, and automate key sales and account management processes, thereby shortening your sales cycle and helping your sales team to close more deals. Giving your sales reps and account managers the latest product, inventory and pricing information as well as access to all customer information allows them to better identify and address customers' requirements.

In order to gain that competitive sales advantage, sales representatives must have available to them the most accurate company data, including up-to-the-minute product and service pricing as well as information about clients, whether they be past, present or future. Success for the sales department largely depends on immediate access to business-critical information, which helps them respond to customer needs. Sage solutions have helped their customers across Australia and New Zealand with best-practice sales and account management capabilities.





“60% efficiency gains have been achieved across the entire business, while the accuracy of data has improved dramatically through the automation and integration of key business processes. Productivity gains have been significant. Via the integrated solution, WaiveStar’s sales, accounts and operation teams can now access quotes and sales orders stored in the CRM system quickly and easily without the need to consult and cross reference multiple databases”

Ayda Hornak, Infrastructure and Innovation Manager for WaiveStar.

Marketing

Marketing departments are responsible for developing and implementing marketing strategy, successfully conveying key messages to target audiences, and then refining future marketing efforts based on past results. Day to day, they are busy with the complex task of managing campaigns. Without a centralised system for coordinating these campaigns, direct customer communications, print media advertising, event sponsorship, and other marketing-led activities can soon inundate marketing managers and staff.

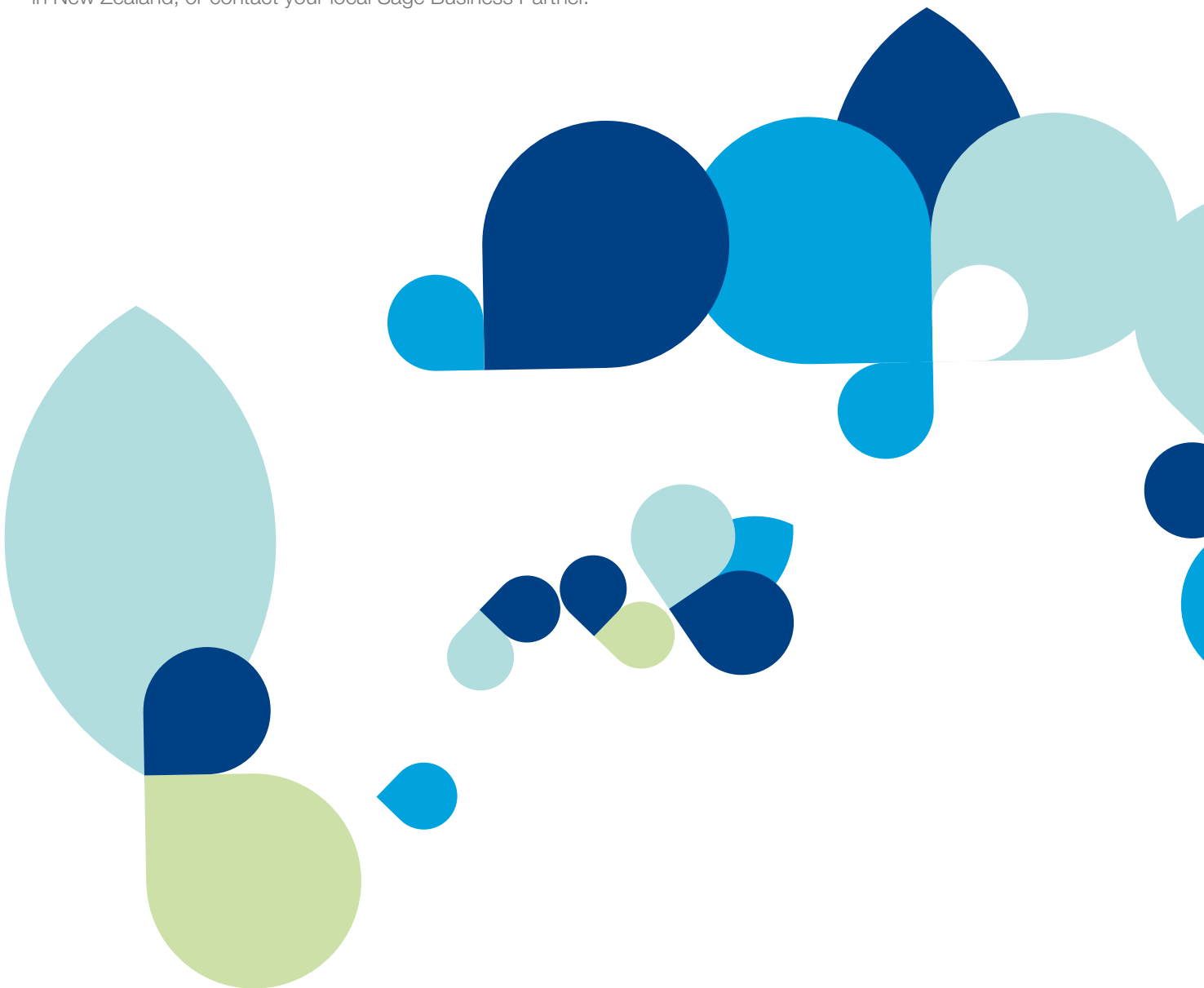
Our Sage ERP solutions enable businesses with an automated business management solution that connects marketing with Sales, Finance, Operations and other departments, allowing them to effectively manage campaigns, generate leads and track results.

Customers for life

Sage has a long-term relationship with and commitment to the logistics, distribution and warehousing industry. Our portfolio of ERP and CRM solutions demonstrates our close technology alignment and the intent to be an important part of our customers' business for many years to come. And our ongoing product development and clear migration path ensure that no matter what the size of your company, one of our business solutions is right for you.

Support you can count on

For more information about our ERP solutions, visit www.sagebusiness.com.au or www.sagebusiness.co.nz. Alternatively, please call 13 sage in Australia or 0800 904 409 in New Zealand; or contact your local Sage Business Partner.





About Sage Business Solutions

Sage Business Solutions is one of the leading suppliers of business management software and related products and services in Australia and New Zealand. Sage Business Solutions has an extensive suite of world-class CRM and ERP solutions designed to increase productivity, reduce costs and provide competitive advantage for large and small businesses ranging from enterprise with over 500 employees to single office/home office operations.

Sage Business Solutions is a subsidiary of The Sage Group plc, a leading international supplier of accounting and business management software for small to mid-sized businesses around the world. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and the Group now has 6.1 million customers and employs over 13,800 people worldwide.

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