

MYOB Greentree

Client EasiYo Products | Partner Endeavour New Zealand | Location NZ
Product MYOB Greentree | Industry Food & Beverage



The business intelligence EasiYo needs to make it

EasiYo Products is the market leader in the 'make-it-yourself' yoghurt category and exports half its product range worldwide. They are a part of Wetland Milk Products, a New Zealand based, independent company owned by dairy farmers. They were also looking for a system that could keep up to date with an ever changing world market.

Problem

Fighting against a growth resistant system

With an international reach, EasiYo needed the ability to garner valuable insights and predict sales trends from geographical and demographic data. Hamstrung by a legacy system struggling to keep up with business demand, the decision was made to migrate to MYOB Greentree. David Granger, General Manager for EasiYo, says the incumbent system's limits had become a barrier to growth.

"With dairy prices spiralling worldwide, the need to constantly review margins, pricing and sales trends has become enormously important," David says.

"Reviewing margins, pricing and sales trends has become enormously important"

Solution

Deep diving into the data

While Easiyo makes use of MYOB Greentree's financial management, supply chain & distribution and manufacturing capabilities, they have found MYOB Greentree IQ* particularly useful. A business intelligence tool, MYOB Greentree IQ builds a visual view of data. It enables performance comparison, identifies trends, forecasts via 'what if' scenarios and undertakes critical analysis of key business indicators.

David concedes that although he was confident MYOB Greentree IQ would enable deeper analysis, he didn't become fully aware of the tool's real potential until he started using it for analysing company sales trends.

He explains, "We are now able to drill-down to different levels of detail, which in the case of supermarkets sales data, can throw up anomalies which Greentree IQ* makes sense of."

"Greentree IQ* enables me to slice, dice and filter data to discover, for example, why there's been a 5% movement up or down in a particular product category", he says.

"We are now able to drill-down to different levels of detail"

Outcome

MYOB Greentree gives EasiYo the taste for growth

Greentree's integrated environment has improved tasks across the business. Consolidated company accounts that used to take three weeks to prepare are now turned around in 10 days. Budgeting and Reporting are far less time-consuming and the sophistication of analysis tools such as MYOB Greentree IQ requires less hands-on involvement. This keeps the financial teams lean, removing the need to waste resources on inaccurate paperwork.

"Our MYOB Greentree Partner has been excellent. They ensured that the scope of work was accurately worked out and the implementation was on time and on budget. What more could you ask for?"

Analysing sales data from geographically distant consumers and the supermarket buying patterns of multiple continents, was at one time an all-consuming affair. MYOB Greentree IQ has come together as a strategic tool for uncovering trends and anomalies, and most importantly, opportunities. David has no doubt that MYOB Greentree will help EasiYo to keep growth healthy, well into the future.

"Our MYOB Greentree Partner has been excellent"

Before	After
+ Non-integrated environment making a single view difficult	+ Preparation of consolidated reports halved
+ Unwieldy analysis of sales and trends across many geographies and currencies	+ Ability for deeper investigation and understanding
+ An outdated system, holding back growth	+ A strategic tool to mine for opportunities
+ Budgeting and reporting are time consuming, requires human input	+ Reduction of resources required

* Greentree IQ is powered by QlikView