

Customer success story

Hydroflow Distributors

Industry

Wholesale &
Distribution



Location

New Zealand

Greentree product suite

Financial Management

Distribution

CRM Basics

CRM Sales

HYDROFLOW CONTINUES BUSINESS FLOW WITH GREENTREE

Distributing a wide range of valves, pipe fittings and plumbing hardware, Hydroflow has a presence throughout New Zealand. It has built an excellent reputation in water reticulation, backflow prevention and farm water solutions.

As Hydroflow got bigger over the years, its accounting and data requirements also increased. Around the middle of 2002, financial controller Les Young decided the company had finally outgrown its incumbent package, Attache.

Growth generates need

He looked around at the alternatives, including Exonet and Exchequer. But Young eventually settled on Greentree. "It was the best fit for our business, with additional features that the others didn't have," he says.

After a painless transition, Greentree went live at Hydroflow in September 2002 and now has a total of 12 users across the North and South islands.

Young has been impressed by its capabilities. "I like the processing of sales orders, its reporting abilities, the ease of getting information out of it - detailed information is very good - IT processing and general functionality is very slick."

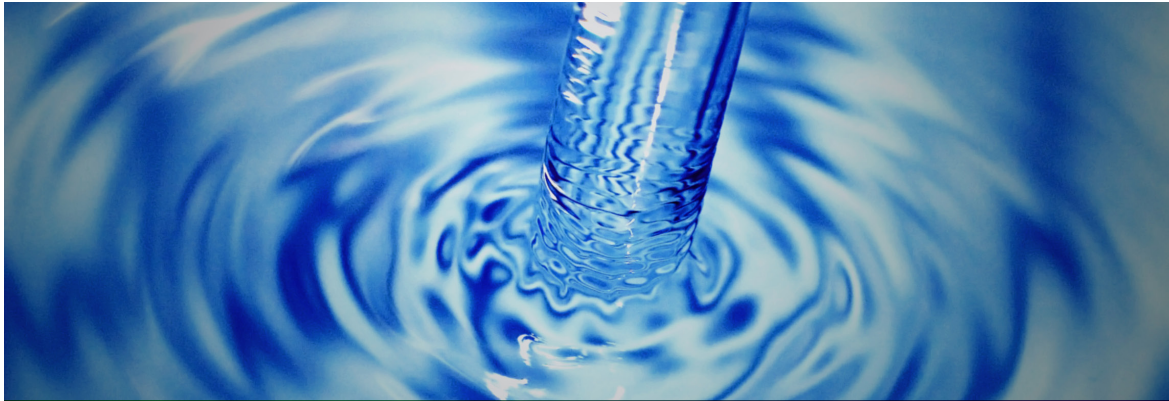
Seamless integration

Greentree CRM module provides a solution that can be easily tailored to suit most businesses, with seamless integration into the core Greentree financial and distribution modules. Hydroflow has also purchased the CRM module, which it feels should be a great management tool to help with its marketing function.



"Greentree was by far the best fit for our business, with additional features that the other options we looked into just didn't have."

Les Young, Financial Controller, Hydroflow Distribution



"I like the processing of sales orders, its reporting abilities, the ease of getting information out of it – detailed information is very good – IT processing and general functionality is very slick."

Les Young, Financial Controller, Hydroflow Distribution

Greentree has given Hydroflow much better control over its stock. "It was very difficult to achieve with our previous system," Young says, "but good stock control makes everything easier."

Young says Greentree provides customer and supplier balance history information in a much simpler way, too. Young also appreciates the way Greentree can handle a large data file.

"We use the same data file from year to year, so the size of it increases constantly. But with Greentree we have been able to retain all the information in a very detailed format."

Across the board, Greentree has enabled an easier flow of information for this plumbing supplies firm.

we³



A privately owned company, Hydroflow is managed by people with more than 80 years of collective industry experience. It has a solid history of supplying quality tapware and fittings, as well as pipes and other plumbing hardware. Products include the well-known Apex trough valves, Bugatti ball valves and Hansen pipe fittings, as well as top-quality Parigi flexible hoses from Italy and Watts backflow devices from the USA. It also distributes brass gate valves, polypropylene ball valves, toilet cistern valves, water meters and filters. The company strives to always keep in touch with new technological developments around the world, and uses its innovation to ensure water is supplied in the best possible way.

www.hydroflow.co.nz

PARTNERS IN PRIME

Our partners are rare gems with unique, unparalleled skills. Individually and collectively, they've earned their stripes transforming thousands of businesses with Greentree software. They have a deep understanding of business needs. The demands are complex, but our partners relish the challenge of making business better. And when you use one Greentree partner, you gain the knowledge of them all. Everyone benefits from tapping into this vast pool of intelligence.

www.greentree.com/partners



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.

www.greentree.com

**HYDROFLOW PRIMED
FOR BUSINESS**