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# Start

## TECHNOLOGY IN BUSINESS

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# Global Brand Management Company SellAgency Gains a World of Efficiency With Greentree

The Auckland-based FMCG brand services business found switching to Greentree reduced cost of ownership and improved its responsiveness to customers' needs...

**G**lobal brand marketing management company SellAgency partners with client companies to design and apply the service elements required to maximise their category and brand growth in the New Zealand operating environment.

SellAgency has more than 95 full-time and part-time employees to service the New Zealand market and provides market management services for global brands, such as Procter & Gamble, Ferrero and Kodak, managing around \$250 million in retail sales for clients.

It had been running a tier-one ERP system but needed to trim IT costs without reducing functionality.

Mark Emirali, SellAgency's IT systems manager, explains that with a staff of only around 100 "we needed an implementation partner that exactly understood our business. Greentree

partner Verde worked really closely with us and ensured there was no disruption to our business."

Basically, SellAgency needed a system flexible enough to accommodate the business rules and processes of several business models within one business system. The business also needed to reduce IT infrastructure costs by right-sizing IT systems and support with as little disruption to the business as possible.

Greentree's solution was able to be scaled to meet those requirements with no trade-off in functionality and an attractive total cost of ownership.

Verde managed to get the system in rapidly and tailor it to best effect," Emirali says.

### Lower Cost, Reduced Resource Needs

A common view among some business decision makers is that in order to get all the

functionality required to run the business, a more complex and inherently larger and more expensive system would be required. But not so on this occasion, says Emirali.

"Greentree was a good fit for our business with most of the functionality there from day one, so we're looking to drop a zero off the cost of ownership," he says.

In addition to this, Emirali says Greentree has enabled SellAgency to virtualise its ERP server environment onto VMware allowing the company to consolidate the production and test environments onto one physical server.

SellAgency has been able to scale its server requirements down from four \$75,000 servers to just one \$20,000 server.

In terms of efficiency gains through reduced people resource needs across the business, Emirali says database administration (DBA) requirements, which he mostly undertook, plummeted from 50 percent of his time to a bare minimum, freeing him up to focus on progres-

sive IT projects that supported business strategy.

The full-time data analyst has just been trained to garner useful business insights and intelligence using SellAgence's business intelligence dashboard solution, QlikView, which enables data to be extracted in minutes instead of hours through the click of a button.

In a nutshell, Emirali says, "Greentree is very light on resource with a low administration overhead."

Batch processing, which used to take eight to nine hours each day plummeted to 15 minutes to print invoices and 20 minutes to export data into QlikView for reporting purposes. This also meant a huge workload was taken off the system and because Greentree is a 'live' environment, batch processing has become redundant.

### A local expert Greentree partner

Greentree partner Verde have provided amazing support and quickly grasped SellAgence business requirements, says Emirali.

He says Verde in fact undertook two back-to-back implementations – the first to replicate SellAgence existing business processes which was completed within two months with no prob-



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Mark Emirali

SellAgence IT systems manager

lems. The second was the implementation of new business from Kodak which was also completed within two months with no problems.

A recent upgrade took just one day and any customisation seems straightforward with no surprises.

Emirali says planned future projects will add more value to the business over the coming months and years and he expresses confidence in the "strong and progressive partnership relationship with Verde".


"The Verde team is focused on driving value-adding projects and we're always bouncing ideas off them and getting some valuable feedback."

Projects which are in the pipeline include implementation of Greentree's eXchange EDI module which will enable SellAgence to exchange order data with major suppliers such as Foodstuffs.

Another related project currently being implemented is Webstore which will enable e-commerce at a fraction of the cost of other systems. Another exciting project involves PDAs that SellAgence use to enforce in-store compliance which Emirali says will be integrated into Greentree in the near future.

### Flexibility to enhance new business

The stand-out value of Greentree for Emirali is its flexibility, particularly in relation to new business. Adding Kodak to SellAgence's business as easily as this was undertaken, was reassuring and demonstrated Greentree's ability to scale to future growth needs.

As far as Emirali is concerned, "Greentree has changed the world for SellAgence," and he's looking forward to implementing new projects which add value and enhance business efficiency. 



CASE STUDY

> SellAgence



AT A GLANCE

### Business Objective

> SellAgence needed to trim IT system costs without reducing functionality whilst improving responsiveness to customers and the competitive environment.

### Solution

> Greentree and business intelligence dashboard QlikView, plus customised complex pricing add-ons.

### Business Benefits

> SellAgence has successfully right-sized its business management system whilst retaining the functionality of a much bigger system. A leaner more agile system has resulted in reduced cost of ownership and improved responsiveness to customer needs. Scalability to meet growth needs has been achieved and efficiency gains have been realised sooner than expected.



FOR MORE INFORMATION

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