Case study

A toast to success with JCurve ERP

Scotchmans Hill

CFO: Avril Ferdinando
Location: Bellarine Peninsula, VIC
Industry: Wholesale distribution: food and beverage

Located in the heart of the Bellarine Peninsula, wine producer Scotchmans Hill was established in 1982. Today, Scotchmans Hill focuses on producing highly individualistic wines through modern and traditional winemaking techniques. The winery is also rated among James Halliday's top 100 Australian wineries.

Why did Scotchmans Hill choose JCurve ERP?

As a long-running company, Scotchmans Hill was used to traditional business processes. Sales reps would phone in orders. Everything was written up on a board and then entered into a proprietary, legacy system.

"It was a very labour-intensive process. We had up to six staff in the back office just processing orders, and there was considerable potential for human error," explains Avril Ferdinando, CFO, Scotchmans Hill.

Cost and a lack of physical office space were driving factors to seek improved productivity and reduce the manual, time-consuming processes which needed a lot of staff to manage. After using a third party distributor for a short time, management wanted to bring distribution back in-house to improve reliability and the overall delivery experience for customers.

To empower the refreshed objectives, Scotchmans Hill looked for a technology solution to streamline its operations. Inventory was complicated, involving different vintages, and bottle and case sizes, so it needed a system to handle all stock variations.

JCurve ERP, the small business edition of NetSuite, fitted the bill perfectly. Avril worked with JCurve Solutions (ASX: JCS) to implement the cloud-based ERP solution. Each week, JCS had check-in meetings with Avril to ensure the project remained on track, right through to completion.

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> With JCurve ERP and NetSuite, we cut overheads by $150,000 and gained vital transparency across our operations - the big factor is that it's real-time.
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Since implementing JCurve ERP, Scotchmans Hill has gone from strength to strength. Due to the business' strong growth and the increased need for more than 20 system users, a seamless upgrade to NetSuite's Mid-Market Edition has also taken place.

Ease and speed of operations

Scotchmans Hill has transformed its operations. Sales reps now place orders remotely via iPad, processing within two minutes. Sales reps can also see real-time stock availability, no matter where they are.

"It works very well because all our reps are autonomous. Before, they couldn't see what stock was available. But now they have total access to that and all the records of their own customers, so they no longer need to keep calling office staff," Avril explains.

Once new reps receive an iPad, they're ready to sell. And, customer activity is transferrable across reps. Live sales reports are produced the moment they're needed – all with accurate, up-to-the-minute data. Critical details are at each rep's fingertips including discounts, customer interactions and agreements, upcoming appointments, budgets, and vital sales performance indicators.

Real-time reporting is sent automatically from NetSuite to keep sales reps and the sales manager always informed. Scotchmans' inventory manager and Winemakers receive shipment reports for restaurants, cafes, liquor supermarket chains like Dan Murphy's, bottle stores across Australia, and all other customers.

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> **NetSuite makes it easy for our reps to access customer information, and submit orders from wherever they are, for instant processing.**
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"The reports actually generate competition among the reps, as they can see how they're tracking against other reps. This has increased motivation and productivity," Avril notes.

NetSuite handles all the different stock variations easily and can classify wines according to specific details, including region or variety.

Avril now has accurate, live financial performance at her fingertips – crucial for a CFO. The system has also been customised to deal with the wine industry's specific "wet tax".

Scotchmans Hill has since expanded its use of JCurve ERP, including a seamless upgrade to NetSuite's Mid-Market edition, across the entire business.

"We're also putting our retail business onto NetSuite because then we can get all our sales and inventory information in the one system. There'll be no need to consolidate from two different ledgers, which will reduce a lot more admin work, and allow us to see the whole business rather than just separate parts of it."

Thanks to the new efficiencies gained, Scotchmans Hill is starting to export to new markets such as China. They now have the right system in place to support their continued growth.

Outcomes

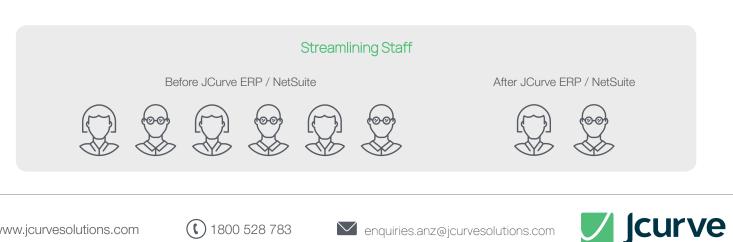Support staff requirement (casual & part-time) cut from 6 to 2

Overheads (office rental space, wages) reduced by $150,000

Order process time cut from 30 minutes to 2 minutes

Greater transparency across the business

Sales increased by 43% since deployment

Streamlining Staff

Before JCurve ERP / NetSuite

After JCurve ERP / NetSuite