



Raw Materials | VIC | Wholesale Distribution | MYOB Exo

Raw Materials began in 2002 with a clear vision of making quality groceries accessible to food lovers across the country. Driven by this desire, Raw Materials quickly became a leader in their market. A success built on their quality products, exceptional service, and a strong distribution network.

Nationally, their gourmet food delivery service has grown exponentially - available in Sydney, Melbourne, Brisbane, Adelaide, Perth and many more locations across the country.

This has enabled Raw Materials to enter several international markets with their gourmet foods, hampers, condiments, and more.

Unfortunately for Raw Materials, their accounting system began to show signs of strain under their success.

Outgrowing a good system

Prior to MYOB Exo, Raw Materials were using MYOB Premier to manage their business accounting and inventory needs. Raw Materials Financial Controller Kath Radocaj, states, “MYOB Premier was good - our team found Premier easy to use and straight forward”.

*“MYOB Premier was good...
In the end, we just outgrew it”*

As the business grew, the need for a system that could integrate with their warehouse pick pack program and sales program became increasingly evident. Their system was finding it hard to cope under the pressures of increased stock, sales, staff, and customers. Eventually their business demands outgrew their existing system and it was time to make a change.

Radocaj explains, “For any wholesale or distribution business, automating business processes and enabling the flow of information between functional areas is crucial. For us, we were never quite sure if we had the stock to fill orders”.

The management team at Raw Materials decided to explore moving to an ERP (Enterprise Resource Planning) solution. This was followed by a thorough self-assessment of their key business goals, requirements and wants.

Radocaj says, “We needed something that could integrate with our warehouse and sales systems to eliminate double data entry, reduce errors, make information sharing easier, and make our business processes more efficient”.

Making the decision on Exo

Before deciding on MYOB Exo, Raw Materials looked at several other other systems, including SAP. "We shortlisted SAP but our staff just did not like it. In contrast, we were impressed with MYOB Exo's accounting, financial and inventory functionality and intuitive design".

"It didn't take us long to realise MYOB Exo had the warehouse and inventory functionality we needed."

But for all of its features, it was the way MYOB Exo handled inventory that really interested Raw Materials - partly because they had never had that kind of functionality before.

Raw Materials were also very keen to get distribution work flows set up.

Having the right partner was vital

When asked about her experience with Axsys, Radocaj says it has always been positive, "Axsys are very professional and always do tasks in a timely manner, which has created a high level of trust. As far as having them as our MYOB Partner, we certainly feel very lucky".

She continues, "When it comes to your MYOB Partner, you want to be able to have complete trust in them. You want to know that if they say they are going to do something by a certain date, that the task will be completed".

"Axsys are fantastic, they have been great support over the last 8 years."

Speaking of the implementation process, Radocaj says "It was crucial that MYOB Exo correctly managed our entire supply chain and distribution processes in a manner that was both easy and accurate. Axsys made that happen".

Moving forward with MYOB Exo

Thanks to MYOB Exo's sophisticated inventory control, powerful business accounting and distribution management functionality, Raw Materials can effectively manage their business processes, data, customers, staff and suppliers in an efficient manner.

They have complete visibility across their business, assisting them to make educated, timely decisions which have been essential to the success of their business.

Discussing how MYOB Exo has made business life easier, Radocaj reflects, "I think the most significant contribution for us has been inventory control and the ability to integrate with our systems", concluding, "For anyone in the distribution industry, MYOB Exo's inventory processes are fundamental to success".

Before MYOB Exo

- Lack of visibility of inventory levels
- Inaccurate information
- Business demands had outgrown existing system
- Disparate, non-communicative systems

After MYOB Exo

- + Sophisticated inventory control
- + A system primed for future growth
- + Distribution work flows
- + Complete integration of Distribution and Financials

Want to gain the competitive edge like Raw Materials?

To find out how an integrated business management system can help dramatically improve your business, contact our sales team on **1300 553 228** or email **sales@axsys.com.au**



Axsys | We Make Business Better

With over 20 years in ERP solutions, Axsys is Australia's most experienced MYOB Diamond Partner.

To find out more about our services, please contact us:

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