

ANNATA 365 FOR DEALER CUSTOMER STORY POWER FARMING

Dealer Management Solution for
Microsoft Dynamics 365 for Operation



ANNATA 365
FOR DYNAMICS



CUSTOMER PROFILE

Power Farming Wholesale Limited is a fully independent and privately owned group of companies, who have a three-generation history of serving the New Zealand and Australian tractor and machinery markets.

The group is made up of Power Farming Wholesale Limited (wholesale distribution in New Zealand), Power Farming New Zealand Limited (retail distribution in New Zealand), Power Farming Group Australia Pty Limited (wholesale distribution of all the company's tractor and precision mowing equipment brands in Australia) and Howard Australia Pty Limited (a Sydney based supplier of cultivation equipment, mowers, front-end loaders, seeders, and feeder / spreader equipment). Collectively, these four trading operations generate an annual turnover of approximately \$300 million and employ around 350 people.

Sales are mainly through an owned or franchised retail chain consisting of 40 dealers in New Zealand, and through over 300 independent retailers in Australia. The New Zealand dealerships employ around 150 trained technicians. These technicians are available on a 24 hour / 7 days a week basis and are supported by seven personnel based at the Power Farming Head Office.

The company operates 14 websites representing a range of brands and mastheads across New Zealand and Australia.

Put concisely, Power Farming Wholesale imports, stocks, manufactures, assembles and distributes agricultural machinery, accessories and parts.

SITUATION

Power Farming used three main software systems within the group. The one of most concern, was an automotive industry software created that was a highly customized and antiquated green screen AS/400 wholesale/distribution system which handled the wholesale business for the group.

Issues existed around:

- Difficulties integrating with other software
- The inability to gain a global view of the entire business (each business action was effectively silo)
- Limitations to supporting the sort of web presence and browser sophistication that user expectation demanded to keep up with the competition Limitations in ability to analyse and report on the data within the system and of course
- The legacy nature of the solution itself and the inherent problems surrounding such an old solution in terms of support and further development

This solution required complete replacement.

The second concern was a locally created automotive retail. This was used throughout the whole New Zealand Power Farming owned retailer / dealer network and covered branch stock, CRM, the sales cycle, finance, trade-ins and core financial. The level of user satisfaction was high so eventual integration to the overall replacement solution was all that was deemed necessary.

SOLUTION

- Koorb's (Annata's certified reselling partner in this project) enabled Power Farming to meet their primary objective of visibility across the entire group with Annata Dynamics.
- The strongest measurement of value delivered can be seen against stock inventory - critical when you carry over 100,000 stock lines. The customer estimates that real time visibility will see a drop of 15-20% of the total value of stock across the group - and this alone will completely fund the entire implementation.
- Being able to track whole goods (tractors) from 'cradle to grave' also provides the opportunity to gauge when a customer is ready for a replacement - with a unit value of \$100k plus capturing opportunities for repeat sales is a huge bonus.
- Dealers will retain customer loyalty as they quickly supply spares and process warranties. Knowing crucial spares are only days away encourages customers to place orders rather than trying the next dealer.

IMPLEMENTATION

- Phase 1: Implement Annata Dynamics IDMS across Power Farming Wholesale (New Zealand) – May 2009 – November 2009 (go-live was end of November).
- Phase 2: Roll-out to PFG (Australia) – April 2010 – July 2010 (go-live was end of July). This was effectively a template roll-out and most of the work was done in-house.
- Phase 3: Roll-out to Howard Australia – August 2011 – December 2011. This was again effectively a template roll-out with most of the work done in-house although Howard operates slightly differently to PFW/PFG so a longer time-frame was given and more consulting time included.



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Michael Barrett, IT Manager Power Farming



Annata 365 for Dynamics is proud of being always certified for Microsoft Dynamics 365 on all new releases.

The certification program ensures that Annata365 is tested to work seamlessly with Dynamics 365 for Operation. It also certifies that the overall user experience is consistent and in line with Microsoft user experience guidelines, that the solution is fully documented and is accessible directly from the users working processes.

Microsoft
Dynamics 365

Certified

ABOUT Annata 365 for Dealer

Annata 365 is a modern, fully integrated solution for the automotive, construction, material handling, agriculture, and forestry equipment dealers.

It is built as an add-on to the Microsoft Dynamics 365 ERP system and uses the standard features of Dynamics 365 for Operation, as well as extensive additional features specifically designed to support the automotive, construction and agriculture equipment business. It handles all key business processes during the entire vehicle's/equipment's life-cycle and allows to analyze it in a simple and readable way using Annata Power BI.

ABOUT ANNATA

Annata is an international management consulting and technology services company. With the combination of deep industry experience and comprehensive capabilities within chosen technology areas, Annata works closely with customers and partners around the world to help them become high performance businesses.

Annata's strategy builds on our expertise in consulting and technology. Adding that to our industry knowledge and the industry specific solutions offering, we help businesses around the world to undertake high-impact business improvement projects. Through industry focus and relentless determination to deliver world class technology solutions we have gained trusted status with many of the world's best known companies. Locally we have earned the trust of businesses of all sizes in many industries. Annata enjoys strategic partnerships with local, regional and global partners who have embraced our technology solutions and created new business opportunities, earning them a preferred status on their own.

CONTACT US

Learn more about making Annata your trusted advisor and business management systems partner. Contact us today.

Please find further information on our website;

www.annata.co.uk or send an E-mail to info@annata.co.uk