

MYOB Advanced Business

Client Martin Kellock Pots & Planters | Partner BusinessHub | Location Australia
Product MYOB Advanced Business | Industry Wholesale & Distribution



A better business landscape for Kellock Pots

Martin Kellock Pots & Planters has been in business for more than 20 years, supplying decorative pots and planters at first to garden centres, but more recently to the landscaping and design sectors, and to large shopping centres. “We import these items from China and Southeast Asia, as well as places like Italy, Greece and South Africa,” explains Warehouse Manager, John Rose. “We sell wholesale to clients in Victoria, New South Wales, Queensland and South Australia, and we have thousands of items in stock at any time.”

Problem

Inventory control, CRM needed

Managing this large inventory became more of a challenge as Kellock’s customer base grew. Its MYOB AccountRight system wasn’t equipped to handle the growing database of stock and customers; it wanted an integrated accounting, inventory management and CRM system. Customer information was also hard to manage as the business was too reliant on paperwork.

“Most of our customers come to us wanting a solution,” says John. “We specialise in those big items that hold decorative plants, and landscapers usually leave such items till last. We need to have the stock ready when they call and it was a hassle trying to keep track of their history.”

A consultant was brought in to assess Kellock’s business needs. Xero and Salesforce CRM were considered, but MYOB Advanced turned out to be the best solution.

“BusinessHub are exceptional; very switched on.”

Solution

All in one, via the Cloud

“Advanced Enterprise had everything we wanted in one package,” says John. “We were also shown the advantages of a Cloud-based system – secure backups and regular updates are all available for a monthly fee, so we saved on infrastructure costs and gained the peace of mind that comes from having a system fully delivered as a service.” Kellock has a warm relationship with MYOB Partner, BusinessHub.

“They are exceptional; very switched on,” says John. “They always know what you’re talking about, they have all the knowledge of the package, and they’re definitely customer-focused. “They’re good at educating us how to do things. There are a lot of options in the system we haven’t used yet, but it’s great knowing that we don’t have to jump to another system if the business changes.”

“Kellock’s success story shows just how ERP systems can bring new levels of efficiency in the supply and distribution sector,” says BusinessHub Principal, David Taylor. “They have confidence in their customer service and an unprecedented view of business performance.”

Kellock now has visibility of all its orders available at a glance, and the benefits have also flowed on to its financial management. Remittances are sent by email, along with reminder notices for overdue invoices. This has saved large amounts of time and manual labour – the Accounts Department estimates a day a week has been saving in chasing up debtors. All email correspondence relating to a customer is automatically added to their records, and Kellock’s accountant has instant drill-down capability.

“MYOB Advanced is a cost-effective package for SMEs,” John says. “Also, because it’s Cloud-based it can be accessed from anywhere. We can log in outside of office hours to check something. That’s the way of the future.”

“We’re able to offer our customers a competitive level of personalised service.”

Outcome

Better visibility, better decisions

Inventory control and stock replenishment have been simplified by the elimination of manual tracking. Items can be moved between warehouses (even in different states) and invoices sent directly from wherever the goods are located. Advanced also enables the creation of mailing lists, so customers are always informed on what's available, while an e-commerce portal offers them the capability of self-service placing and tracking of orders.

"Advanced gives us live visibility of our business that was lacking before," says John. "Our data is now available to us as business intelligence, so we can assess our sales performance and targets to make better decisions."

"Not only have we achieved better inventory management; we're now more disciplined in the way we do things," says Managing Director, Martin Kellock.

"With better processes, we're able to offer our customers a competitive level of personalised service."

Before	After
+ Too much manual labour.	+ Inventory easily tracked.
+ Time wasted chasing debtors.	+ Invoicing and debt reminders automated.
+ Trouble managing a growing inventory.	+ Better visibility of orders.
+ Customer information hard to manage.	+ Customers better informed.
	+ Improved business oversight.