



# MYOB EXO Business Case Study

## Daiwa Food Corporation



Japanese food importer and distributor Daiwa turns a desperate need for an integrated stock management and accounting system into an implementation success story, almost overnight.

### Overview

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Take a stroll down Little Bourke Street in Melbourne and the influence that Japanese food and culture has had on the city is impossible to ignore.

With the rise in popularity of Japanese cuisine, Daiwa Food Corporation (which translates literally as Japan Food Corporation) is now recognised as one of the major importers and distributors of Japanese food for the retail, catering and hospitality industries across Victoria.

Daiwa has experienced such growth in recent years that in 2006, it opened a second office in Wingfield in South Australia.

However, with a huge range of customers and an extensive warehouse, managing the sales, stock and resupply of literally thousands of products is an enormous task.

### Desperately seeking a replacement

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Daiwa had been using 2Clix for general stock management. Under the weight of their increasing stock list however, the system was struggling to return timely and up-to-date information on what was in the warehouse.

There were a number of other issues too, according to Vicky Li, Daiwa's System Administrator, not least of which was that 2Clix didn't easily integrate with Daiwa's existing accounting software. And that meant unnecessary duplication and double data entry.

In the end, it was the sudden expiry of Daiwa's licence that put an end to the relationship with 2Clix. Daiwa found themselves having to find an integrated stock management and general accounting system that would feed them genuine business intelligence and speed up the overall sales order process, all in a matter of weeks.

### Entrusting your business to a safe pair of hands

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Daiwa's Director, Charles Pai, first heard about MYOB EXO Business from a colleague. He decided to investigate things further and called MYOB, who put him in touch with Andy Ford at EXO-specialist Exoserv.

"As soon as we started talking to Andy and his team, we got the feeling MYOB EXO might be the product for us," says Li.

"They really took the time to get to know what it was we wanted out of MYOB EXO, which was a great comfort, given that we had some quite specific requirements."



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### Introducing MYOB EXO on a “play station”

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User acceptance testing (UAT) is key to Exoserv’s approach.

Using a trial database, or as Li refers to it, “our playstation”, Exoserv created an environment where users could familiarise themselves with the software and experience MYOB EXO’s functionality and usability first hand.

Aside from being a valuable training tool, UAT is a critical part of the discussion process for both parties. It gives staff an opportunity to verify that MYOB EXO has been configured to their requirements, and Exoserv the chance to gather feedback and modify the system accordingly.

“Exoserv’s trial version really made a difference to us,” says Li. “And because we’d used it to iron out most of the issues, implementation was relatively simple – for us at least!”

Exoserv completed the basic installation in two days.

### Watching the benefits come into focus

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In the early weeks, Li says MYOB EXO took a bit of getting used to, at least for some staff.

“Because I’ve got a background in IT, I took to it straight away. But for others less used to computer systems, the learning curve was steeper.”

Three months down the line, it’s a different story. Now that everybody understands how MYOB EXO works, they’re “really happy with it”, according to Li – so much so that they’ve now bought a number of additional licences.

“Even relatively small features are noticeable by comparison,” she adds. “We can run a Google-type search on all our stock which makes finding a single product less like looking for a needle in a haystack.”

MYOB EXO’s reports have really made a difference too, according to Li.

“Because you can pinpoint almost any area of the business for closer scrutiny, certain reports have really helped us get a better understanding of the nuts and bolts of our organisation. They’ve shown us areas that need attention and areas that are performing really rather well.”

### Building a pantry list

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MYOB EXO’s benefit to Daiwa is not just in its standalone capabilities. Its compatibility with third party software means that users aren’t forced into an all-or-nothing scenario. Instead, information from EXO’s database can be disseminated around the organisation and accessed in a number of different ways.

Nowhere is this better illustrated than in the use of Symphony.

Symphony is Daiwa’s pride and joy sales and ordering system – a system that plays a key role in upholding Daiwa’s customer service commitments.

It works by building likely shopping lists for each of Daiwa’s customers based on their previous sales history. Because, nine times out of ten, customers order the same products, all the telesales operators have to do once they’re on the phone is key in the required number of items alongside the list. The process saves them – and the customers – countless hours on the phone.



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So where does MYOB EXO fit in to this?

Well, it's from MYOB EXO's database that Symphony gets its customers' sales history. And it's through MYOB EXO that stock is requested from the warehouse.

"Where other systems would have struggled to integrate, MYOB EXO sits happily alongside. Of course there was some tweaking required from Exoserv, but in practice the benefits are there for all to see," says Li.

### Clearer costing, minute to minute

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For Daiwa, the biggest improvement they've seen from MYOB EXO is in regard to costing.

"When we were running 2Clix, accounting and inventory were two disconnected processes. But with MYOB EXO, we can have both integrated into a single database and that means we can track stock and costs as one workflow.

"It means our information on costs is absolutely up to the minute – we don't have to make adjustments based on inaccurate stock levels," continues Li.

MYOB EXO has also improved Daiwa's costing accuracy by allowing them to factor in exchange rate fluctuations.

"We have a lot of overseas suppliers so exchange rate fluctuations can sometimes alter costs quite substantially. By knowing what our true costs are, we can factor in those fluctuations on a daily basis and spread the impact a little more evenly."

Li says Daiwa now has much better visibility on debtors too and, where necessary, the ability to put a stop on credit at the touch of a button.

### Back seat driving

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"Ultimately, I suppose, MYOB EXO's about control. It's about showing you the business and giving you the intelligence to make informed decisions.

"That," says Li, "gives us a real edge over our competitors".