

Sage 300 ERP charts a new course for Bidfreight Port Operations



Customer

Bidfreight

Industry

Logistics

Location

South Africa

Solution

Sage CRM and Sage 300 ERP

Bidfreight Port Operations (BPO) selected Sage ERP and Sage CRM to manage key business areas.

BDO Management says the unrivalled functionality of these products takes the company's "In place. On time" philosophy to a new level.

BPO was formed in 2004 as a result of the merger of two leading portside companies, Rennies Cargo Terminals and South African Stevedores. This merger enabled BPO to become an organization that is, in unity, greater than its component parts. BPO's understanding of its clients' needs is based on 150 years of portside experience in Africa.

Satvir Murray, Accounting Systems Manager, BPO, explains that while Accpac Dos had served the company well for more than a decade, the time had come to upgrade its systems in line with the substantial growth BPO has experienced since 2005. Sage 300 ERP was selected as the preferred upgrade on recommendation from sister companies within the Rennies Group.

"The decision to invest in Alchemex BI at the same time came about as a result of the fact that we were running three separate companies on Sage 300 ERP, which made providing timeous and presentable management accounts very challenging. The exercise was extremely labour intensive and finance was constantly under pressure to produce the Management Pack."

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Accounting Systems Manager
Bidfreight Port Operations

Challenge

BPO's current system was extremely labour intensive to use. It needed to streamline their process and efficiencies so that they were able to produce accurate and timely reports and management packs.

Solution

The company recognized Sage CRM and Sage 300 ERP as a complete end-to-end solution for its business needs. The unrivalled functionality of these products fully supports the company's "In place. On time" philosophy. Real-time data extractions allow access to information on demand in order to make informed business decisions.

Results

Users were empowered to input and extract reports with minimal help and in quick time. This resulted in the monthly financial results and management packs being produced consistently in record time. The system's flexibility to incorporate workflow has enable growth through efficiencies. BPO is now able to achieve accurate, effective, and efficient reporting on a consistent basis and are able to fully measure return on investment.

‘We have converted weeks of repetitive work every month into a few hours. Now that’s what I call a measurable return on investment.’

Ravind Sukdeo
Financial Director
Bidfreight Port Operations

Alchemex was able to automate the Management Pack at the click of a button. This was quite a feat considering that BPO’s Sage ERP systems consisted of some 23 000 general ledger accounts across over 70 divisions.

Alchemex’s ability to extract all this data into a single Excel workbook proved that this Sage CRM and Sage ERP solution is flexible.

Line managers were impressed by the ability to automate profitability analysis reports for their divisions with a real-time extraction into a pre-formatted Excel report in under a minute from a desktop shortcut. This is ideal for managers who don’t have time to learn a BI solution but still need access to information on demand in order to make informed decisions.

The Sage 300 ERP transaction processing was decentralized to the extent the users were empowered to input and extract reports with minimal help and in quick time and at their convenience. The Sage 300 ERP/ Alchemex solution resulted in the monthly financial results and management packs being produced consistently in record time. The system’s flexibility to incorporate workflow will enable growth through efficiencies. BPO is now able to achieve accurate, effective, and efficient reporting on a consistent basis and, as an added bonus, is moving closer to its goal of a paperless environment.

BPO’s financial director, Ravind Sukdeo, also gives his version of what Alchemex has brought to the business: “Our expectations have been exceeded in the way Alchemex delivers critical business information from our system. We have converted weeks of repetitive work every month into a few hours. Now that’s what I call a measurable return on investment.”

Sage 300 ERP is a truly global solution which offers the tools and flexibility to successfully accelerate business expansion. Sage CRM provides the company’s marketing, sales, and customer service teams with the tools they need to find new customers, close sales faster, and build lasting, more profitable relationships across all channels. He says that combined with the robust functionality and benefits of Alchemex BI, a solid foundation for positive future growth has been laid at BPO.

About Sage CRM

Over 14,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

