Customer success story
ATI

Industry

IT &
Communications

Location
Australia

Greentree product suite
Financial Management
Supply Chain & Distribution
Customer Relationship
Management
Service & Asset Management
Job Cost Management
Workflow
eBusiness
Human Resources & Payroll
Business Intelligence

ERP FOR TODAY AND TOMORROW

Greentree software solves ATI's present pain points and opens the door for future expansion.

"We've been operating in a very narrow segment of the market for over 20 years. There are new opportunities out there, but we need a business system that meets both our current and future goals."

Arawa Driscoll is General Manager, Engineering and Sales, for ATI, a telecommunications engineering company that sells, builds and maintains microwave radio networks across Australia. Its customers include universities, many local government agencies, medical institutions and public utilities.

ATI needed a fully integrated ERP system for resource and project management, and for the sort of reporting that gives instant snapshots of business performance. It chose Greentree.

Big costing and planning needs

Businesses and organisations that exchange large amounts of data know the cost all too well.

"Once you start creeping up above the medium-size business or your offices cover a diverse geographical area, demand and volume of telecommunications data increases. When this happens, carrier telecoms services for larger volumes of traffic can start becoming very expensive," Arawa says. "Traditional carrier services

also may not be available where the business needs them.

"A cost-effective alternative is to have a company like ours build and maintain a wireless telecommunications network for you."

Originally a two-man operation, ATI today supports some 200 networks all over Australia. It had a MYOB financial system, an internally developed database and many Excel workbooks. Their limitations were costing time and money, and neither was capable of supporting ATI's desire to grow and diversify further.

"Resource management started us investigating ERP," says Arawa. "Determining the real cost of delivering projects is very important, but it was too time-consuming. In planning and building a network, we have procurement, design and building needs in the office, but then we also have to plan and deploy human and physical resources out into the field.

"Then we have to support those networks once they're built. A lot of those activities can't be planned. If something breaks, we have to react; we have to know our commitments with respect to projects and maintenance contracts, and how to move and change our resources to meet those needs."

"I don't think we've yet fully explored Greentree's potential for improving our lives."

Arawa Driscoll, General Manager, Engineering and Sales
ATI

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Time-heavy processes

Because of the time and effort involved, reports were rarely generated. If a client wanted to know the status of their project, the project manager mostly had it in his head. No business wants the risk of losing information if the sole repository departs for any reason.

Detailed cost analysis was also almost impossible because of the time involved. The same could be said of business performance monitoring.

"When things went wrong, I'd get frustrated because I didn't know what to fix," says Arawa. "Without live visibility it's impossible."

ATI also needed to support a growing inventory of thousands of products, housed in various storage depots. It relied on dozens of spreadsheets, and keeping them up to date and error-free was an increasingly frustrating task.

MYOB was never designed for ATI's multi-user environment, which meant data had to be duplicated again and again for various people.

Integration is the answer

"I insisted integration was an extremely important feature when evaluating the ERP solutions available," Arawa says, "not just to eliminate that double-handling but to make information available to everyone in real-time. I feel we have underestimated the value of this in the past."

Greentree was investigated as an ERP option, along with three other solutions.

"The other solutions either didn't cover all aspects of our business or were bolted together from several parts to make a complete solution," Arawa says. "Greentree had the edge with end-to-end integration, which we feel is an answer to many of our problems."

> "Greentree will enable us to operate more efficiently and allow us to explore new opportunities and markets."

ATI's field staff often work in remote and difficult locations. Greentree is crucial to managing payroll, training and certification of staff, and for generating required health & safety reports. Its inventory management helps eliminate those troublesome spreadsheets, while its CRM capabilities will greatly improve ATI's handling of customer information and queries.

"I don't think we've yet fully explored Greentree's potential for improving our lives," Arawa enthuses. "There are definite expansion opportunities for us in hardware supply, as well as batteries and energy systems. They'll require different management and with Greentree all the information can be stored in one place, instead of us generating more spreadsheets each time we decided to do something new.

"Greentree will enable us to operate more efficiently and allow us to explore new opportunities and markets."

ati australia

ATI has been building, supporting and maintaining private wireless networks for more than 20 years. It also provides specialist network engineering services, supplies telecommunications hardware, and offers training packages to its customers.
www.ati.com.au

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