

Customer success story

BWA Auto

Industries

Automotive



Wholesale & Distribution



Location

Australia

Greentree product suite

Financial Management

Supply Chain & Distribution

Customer Relationship Management

Service & Asset Management

Job Cost Management

Workflow

Human Resources & Payroll

eBusiness

LUXURY CAR WORKSHOP REVS UP ITS BUSINESS

BWA Auto says Greentree will help it to face new challenges.

“From all the options I looked at, no other offering in the mid-tier space gave the level of visibility and functionality from one screen that I saw in Greentree.”

Craig Whyms is the Parts Manager for BWA Auto, a Sydney-based, family-owned specialist service agent and parts supplier for European cars. Its high-tech workshop services brands including Mercedes, BMW, Volkswagen, Audi and Porsche. In recent years it's also become a national supplier of imported parts.

To be more competitive in the rapidly changing Australian auto industry, BWA needed a new ERP system, choosing Greentree.

Unique business offering

“We're quite unique in being a parts importer and distributor as well as a service workshop,” says Craig. “The parts division is the main profit centre of the business – we're bringing in the parts at a better price than they could be purchased at locally.”

BWA maintains warehouses in Sydney and Melbourne, and brings in parts consignments by air and sea regularly. It had been using a software package created for automotive and fixed-asset

servicing businesses, with only basic service and inventory functions. There was no advanced pricing, nor any functionality for mass price updates. Every item in each incoming shipment had to be re-priced manually.

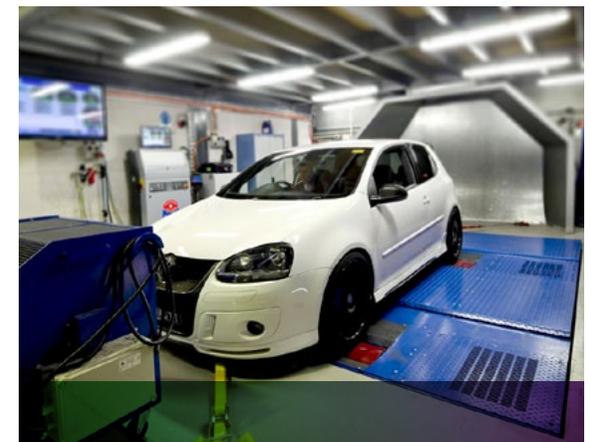
“There was very little visibility across the parts side of things,” Craig says. “I was wasting hours of my time every week on the inventory and parts division, trying to manually manage over 10,000 active stock units, on top of doing sales and other tasks.

“Errors were always found after the fact, which meant lost profit because we'd lose a sale through not having the part or having to source it at higher cost from a third party.”

Live visibility was a winner

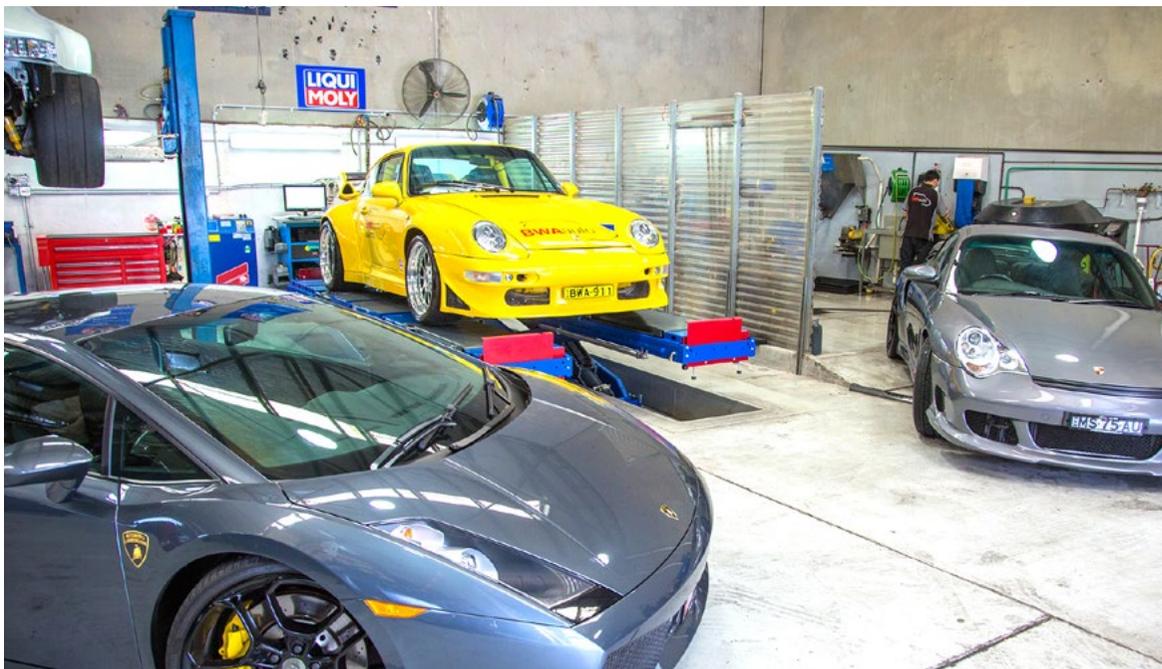
Automation was a top priority. Searching the web for ERP systems, Craig looked at products including Epicor, SAP Business One, MYOB EXO and Sage ACCPAC. Then he found Greentree.

“The other products I looked at were either too expensive, didn't have the functionality we needed, or would have required third-party add-ons,” Craig says. “Greentree was fully integrated and it was about 20% cheaper than its closest competitor.”



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Craig Whyms, Parts Manager
BWA Auto



However, it was Greentree Workflow's 3D Live active desktop and the real time view of the business it delivered that tipped the balance.

"3D Live was one of main factors for me," says Craig. "You can see just about any piece of information you want regarding an individual stock item from the quotation screen. As the business grows and more people start using the system, we'll save a massive amount of time from needing fewer keystrokes and not having to jump between multiple windows.

"Our sales staff can quote for 100% of a job rather than 95% and then have to call the customer back for re-pricing of items that weren't in the system."

Greentree delivers Operational Intelligence to all areas of BWA's business.

"If we get a spike in demand for a product or stock levels are low, it'll be flagged to me straight away," Craig says.

Big changes, big demands

As the Australian car manufacturing industry winds down, more European cars are going to be on the roads.

"We're looking to grow all areas of the business," Craig concludes. "Imported vehicles are going to grab more of the market share, but there'll also be more competition. Our workshop division will need to do things better so we remain at the top of our field, but there'll also be opportunities and challenges for our parts department.

"With Greentree, we're ready for those challenges."



BWA Auto specialises in Porsche, Audi, BMW, Mercedes and VW servicing and mechanical repairs. It also offers a comprehensive range of imported spare parts, including supplying about 90% of the Porsche specialist market in Australia.

www.bwaauto.com.au

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