

Case Study: Powercell Australia



Company Profile

Powercell Australia is an Australian based importer and distributor of premium batteries and power cells. With its head office based in Adelaide, Powercell has sales offices in Melbourne, Sydney, Brisbane and Perth.

The Powercell product range includes primary cells, rechargeable cells and packs, micro cells - lithium, silver oxide and alkaline cells.

Consumer products include cellular and cordless phone batteries, camcorder and notebook computer batteries. Powercell has been nominated by GP Batteries Hong Kong Limited as its industrial supplier throughout Australia and New Zealand.

For more than 25 years Powercell has continued to achieve excellence in:

- Sourcing and distributing specialist battery products
- Becoming preferred supplier to niche markets which require specialised batteries
- Maintaining high quality, competitively priced products
- Providing customer service of unsurpassed excellence.

Business Challenges

All branches of Powercell formerly operated with manually facilitated procedures. Delivery notes were hand written and data was often re-entered several times.

As some steps in the manual workflow of entering, picking and dispatching orders were more cumbersome than others, Powercell experienced bottlenecks. These bottlenecks translated into a failure to meet its full potential, increased workloads on specific staff and unnecessary delays for customers.

As Powercell's sales grew it became increasingly difficult to obtain accurate, current information. There was no real way of monitoring stock levels, transactions or debtors without taking considerable time to collate and calculate the figures.

Powercell were looking for a way to address its current accounting pains and establish a foundation for growth in the future.

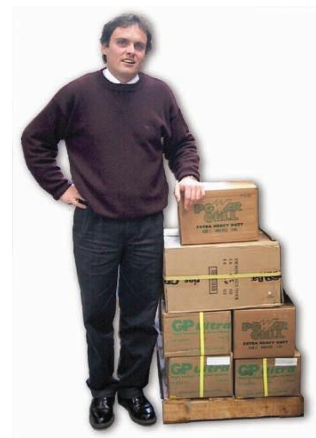
Company:
Powercell Australia

Industry:
Battery distribution

The Issue:
Due to manual processing of records and documentation, Powercell was suffering bottlenecks when distributing goods.

The Solution:
Gcorp Distribution was implemented, providing an automated system and greater access to valuable information via real time reports.

“Gcorp has improved our company-wide productivity, enabled us to connect all our branch offices together in real time, reduced bottlenecks in our order processing and, most importantly, given all our staff, no matter where they are in the world, access to real time and up-to-date information.”



Simon Cox
General Manager
Powercell Australia

The Solution

After evaluating a few Enterprise Resource Planning (ERP) solutions and choosing not to remain with their existing provider using the unknown Jade database, Powercell chose to implement Graycorp's Gcorp Distribution system.

Gcorp provides Powercell's staff access to real time business critical information allowing them to manage all areas of their business including:

- Inventory
- Purchasing
- Goods receipting
- Sales quotations and orders
- Picking slips

Gcorp Distribution allows Powercell to handle its entire process from order to dispatch, and everything in between, in a single system.

The company also has peace of mind with the Graycorp help desk offering system support with prompt response times and offsite maintenance.

The Outcomes

Powercell has increased productivity having benefited from Gcorp's system automation. Data is now filtered through the system, no longer requiring re-entry.

Gcorp provides Powercell's staff with access to the information they need, when they need it and in the format they need. This access to information has created new levels of internal workflow efficiency. Staff members are able to make better decisions about their current position and capabilities based upon real time information.

Powercell can manage a greater volume of orders and dispatches than previously. Orders are received and processed with fewer delays resulting in better customer service.

Cash flow has improved as Powercell has been able to track and follow through on debtors, reducing debtor days.

Gcorp functions as Powercell's sales and administration tool. Multiple staff members can facilitate different processes and tasks within Gcorp, thus reducing dependence on any single employee.

About Graycorp

Graycorp works with food and beverage, distribution and manufacturing companies offering a fully integrated software solution that provides the business tools to support informed decision making and achieve optimum business results. The Graycorp team offers clients a unique blend of direct commercial experience in distribution and manufacturing consulting, business software development and client support.

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