

“Koorb’s proven experience with similar New Zealand companies, their strong team of consultants and a structured implementation methodology, as well the ability to offer local support, clearly made them the partner of choice.”

– Peter Pooran, Living Nature’s General Manager –
Operations, Living Nature



The natural choice for Living Nature

Established in 1987, Living Nature has carved out a firm place in the world of natural beauty products. Committed to developing and selling a product range made without the use of synthetic preservatives or parabens, all Living Nature skincare products are also free of animal ingredients and made without animal testing. Utilising some of the 85% of plants unique to New Zealand, their products represent a company committed to innovation as well as being conscious of a market looking for truly natural products.

With its head office and plant in Kerikeri, Living Nature manufactures and distributes products both locally and internationally, as well as generating healthy sales worldwide through their e-commerce website. With turnover well in excess of NZ\$20 million and export sales increasing tenfold, the company has significant growth targeted over the next 3 years.

Healthy growth hampered by legacy systems

In 2007 an internal evaluation of the existing solutions supporting the company’s business processes highlighted the limitations posed to Living Nature’s planned growth.

Using two separate MYOB systems (Aurora & Retail), spreadsheets and other assorted legacy solutions, Living Nature’s potential was being severely restricted by the lack of integration, resulting in inefficiencies and an inability to keep up with ever increasing business and production requirements.

A wide range of ongoing issues were posed by the existing system. These included poor reporting capabilities, limited accounting capabilities (with regards to multi-currency and multi-company), lack of control of inventory and double entry



Industry: Manufacturing/Distribution
Project Type: ERP

Quick Facts:

<p>Website: www.livingnature.co.nz</p>	<p>Workstations: 17 users</p>	<p>Benefits:</p> <ul style="list-style-type: none"> • Integrated financial management • Stability and ease of use • Planning – delivering lower inventory, better customer service, lower supply chain costs • Improved inventory accuracy • Support for growth plans, and multi-currency intercompany trade • Integration with Retail POS system • EDI import of customer purchase orders from major retail chain stores • Stability – low risk solution with strong local support
<p>Customer Size: Medium</p>	<p>Year: 2007</p>	
<p>Solutions: Microsoft® Dynamics AX V4 SP2 Microsoft® Windows Server 2003 R2 Microsoft® Windows Server 2003 Small Business Server Microsoft® SQL Server 2000 Atlas XL - Globe Software</p>	<p>Functional areas: Financials, Trade, Logistics, Master Planning, Production, Resources, Business Analysis, CRM, Intercompany</p>	
	<p>Scenario: Enterprise Resource Planning, Financial reporting, Forecasting & planning, Intercompany trading, EDI</p>	

of data. A drive towards Good Manufacturing Practices (GMP) meant Living Nature needed to put in place batch control, traceability and quarantine functionality. Along with this were specific requirements to have MRP calculations to replace the spreadsheet planning system, and the ability to handle the EDI requirements of new customers in Australia and New Zealand.

A checklist for success

Peter Pooran, Living Nature’s General Manager – Operations, was looking for solutions to all these issues. “Overall, we needed to achieve improvements in efficiency across the board and have easy access to the right information to make better business decisions.

“When we made the decision to move forward we developed a checklist which included multi-company and multi-currency, financial management, supply chain management, manufacturing, business intelligence, reporting, POS, EDI interface, call management and CRM.

“After defining what we needed, we put time into researching possible solutions and contacted potential vendors for demonstrations.”

Living Nature evaluated three solutions, and then selected Microsoft Dynamics AX in tandem with experienced implementation partner, Koorb Consulting.

“Dynamics AX had the closest fit to requirements with standard functionality for the overall cost,” commented Pooran. “Koorb’s proven experience with similar New Zealand companies, their strong team of consultants and a structured implementation methodology, as well the ability to offer local support, clearly made them the partner of choice.”

About the implementation

Living Nature implemented most of the modules available within the Dynamics AX Advanced Management Business Ready Licence, including Trade & Logistics, Master Planning, Financials, Fixed Assets and CRM.

The system was implemented with very few customisations.

An interface was provided to Microsoft Retail Management System so that the stock held in the retail stores could be replenished automatically from within Dynamics AX, and also so that financial

and end user contact information could be held centrally in one system.

End customer contact information is made available to marketing via the Dynamics AX CRM module.

After go-live, and as trading volume increased, the Intercompany module was added to support the sale of product to Australia.

EDI interfaces were initially developed to import Farmer’s department stores purchase orders into the Living Nature system – other stores purchase order formats have been added to the EDI interface from time to time.

To empower Living Nature to manage as much of Dynamics AX as possible in-house, Koorb trained three Super Users within the business. These Living Nature Super Users assist and support the other 17 users on a day-to-day basis where required.

Summary

Post implementation, Dynamics AX has more than proven itself.

Living Nature has seen clear benefits with much tighter stock and production control, vastly improved financial reporting, total capture of data and elimination of supporting spreadsheet activity.

Dynamics AX’s inbuilt functionality supports GMP systems, and with some modification enables better efficiency via EDI process and the resultant reduction in human error. Dynamics AX has also been integrated with RMS (Microsoft Dynamics Retail Management System), the POS in place at Living Nature’s retail outlets.

“Dynamics AX is a great system solution for our business,” commented Pooran. “We’re fanatical about product quality and control of our production and supply chain, and a single integrated system which allows us to run our business efficiently and gives us the information to make decisions is exactly what we need. Dynamics AX delivers.”



About Koorb Consulting

Koorb is a 100% NZ owned company - privately owned and operated by the Directors, Nicholas Birch and Paul McDowell-Hook. Both Directors work in the company. The company was established over 12 years ago and has offices in Auckland, Wellington, Christchurch and Dunedin.

The main focus of our business is implementing and supporting Microsoft Dynamics AX and Dynamics CRM. Our 30+ certified consultants together comprise the largest Microsoft Dynamics AX and CRM practice in New Zealand. All are certified and have extensive and wide ranging industry experience.

We have implemented and are supporting close to 60% of all Dynamics AX sites in New Zealand. This is a direct reflection of our strong leadership, highly experienced people and proven methodology.

In both 2007 and 2010 we won the Microsoft Partner Award for the Dynamics ERP Solution of the Year.



For more information about our products and solutions, please contact:

Nicholas Birch DDI: +64 9 360 3186
Managing Director Ph: +64 9 361 1304
E: nbirch@koorb.co.nz Fax +64 9 361 1305



www.koorb.co.nz