

# Plateau Food Distributors Grows in Partnership with Micronet Systems

## case study

A family-owned company with several warehouses, Plateau Food Distributors prides itself on its high quality and value-for-money food distribution service.

Established in 1975, the company has expanded its product range and now supplies a diverse range of around 1,500 customers including clubs and hotels, pizza and kebab shops, cafes and restaurants, schools, convenience stores and catering companies.

With a distribution centre in Silverwater, Plateau Food services the whole of the Sydney Metropolitan area, the Blue Mountains, the Illawarra Region and the Southern Highlands. It also has another centre on the Central Coast of NSW in Tuggerah, servicing the Central Coast, Newcastle and Hunter Valley regions.

### One-stop shop

Plateau Food's turnover has been growing year-on-year. This has allowed them to expand into the party supplies market, with a new retail operation now open at its Tuggerah site.

As an expanding business, Plateau Food was in dire need of a software solution that could integrate all its company data into a user-friendly system, as well as reduce the time taken to carry out data analysis.

Like others in distribution, Plateau Food's challenges include complex inventory picking requirements to assist in loading trucks and provide sales staff with feedback on customer ordering habits. In addition, there was the need to simplify the management of each customer's pricing structure and for the branch office to access the system.

### KEY BENEFITS

- Easy monitoring and analysis of business performance
- Faster order processing
- Time delay and errors reduced
- Improved reporting capability
- Accuracy and transparency of stock holdings
- Stronger customer relationships



## Solution

Plateau Food decided on an integrated solution from Micronet to cater for its distribution and accounting functions and allow for future business growth.

The customised picking report/slip enables Plateau Food to pick stock and pack trucks more quickly and easily. Overnight orders are now included in the next morning run, where prior to the Micronet solution, the process may have taken days.

"We are now able to conveniently and flexibly run separate cost centres – in our case, warehouses – within the one company," said Julie Smith, Plateau Food General Manager.

## Adding intelligence for growth

In early 2007, the company installed the Micronet Business Intelligence (MBI) module and it was confident the new software addition would address its needs.

The MBI module helps Plateau Food to easily gather and manipulate data. The company is now able to see at a glance, a total picture of where they are heading at any one time.

"Before the MBI module was implemented, it was extremely time consuming to pull together a monstrous amount of data in order to run a single report," said Julie.

"MBI has reduced the amount of time we spend on analysis and made things far less complicated. Making comparisons between our trading periods and product categories is simplified."

Smith says that MBI functionality is so easy to master that anyone with a basic understanding of Microsoft Excel needs very little training in it.

"The reporting capability and the time savings created mean that I certainly would not think twice about installing it again if I had to."

## Easy lines of communication

Micronet is always open to suggestions for improving its customer service. It also seeks to innovate with technology and has found a willing partner in Plateau Food Distributors.

"For example, a couple of years ago we had a requirement for a profile ordering feature. After discussions with Micronet, the new feature Profile Order Entry (POE) was included as part of Micronet's distribution software," said Julie.

Plateau Food now knows the exact products each customer orders and has been ordering in the past. With the use of Micronet's contract pricing, customer pricing is automatic and special offers or promotions can be set up for a range of customers or all customers. The different pricing structures are also addressed with Micronet's sophisticated and advanced pricing options.

"Micronet's POE feature has helped eliminate any time delays and errors in our delivery service," said Julie.

## Friendly service

Aside from the practical service side of the business, Julie says Micronet maintains a proactive attitude to communication, as well as a high level of product expertise.

"I have dealt with many help desks of companies and found their customer service to be very poor indeed. With Micronet, support services are very user-friendly, and when you call you are quickly connected to a real human being!"

*"Micronet's Profile Order Entry feature has helped eliminate any time delays and errors in our delivery service."*

*-Julie Smith, General Manager, Plateau Foods*

## Advice to others

What advice would Julie give to other companies looking to implement a Micronet solution?

"You must understand what your business and IT needs are. Implementing an accounting business solution is a huge investment and you want to make sure you are making the right decision for your business," said Julie. "With Micronet you not only have a technology partner but also a business partner whose software solutions will assist in growing your business."

