

# CASE STUDY

CLIENT:	Mustad
INDUSTRY:	Manufacturing
LOCATION:	Australia
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	BizPro Pty Ltd

## Victorian horseshoe manufacturer finds new software makes light work of import costing.

### Overview

Based in Kilmore, Victoria, Mustad (formerly O'Dwyer Horseshoes) was formed in 1971 in response to a need for mechanically produced horseshoes in Australia.

At that time, Mustad's sales were confined to the local area. Several decades later, the company is the largest horseshoe manufacturer in Australia, importing and exporting around the globe.

To meet demand, Mustad needs its processes to be highly efficient across the business. Until recently however, they weren't.

### Needing better functionality

Mustad had been using the Vision accounting system for 20 years. According to Director Gloria King, Vision had all the features you'd expect from a standard accounting package, including bank records, stock management, and so on. But as business grew, Vision started to show its limitations.

For one thing, it was struggling under the increased weight of data. Flexibility was a problem too. Most significantly, however, it couldn't handle multiple currencies. And with Mustad increasingly importing stock from outside Australia, that was a real problem.

### Cost or convenience?

According to King, one solution was to switch to a system called Navision, which the rest of the companies in the Mustad Group use.

"That would have been the easiest thing to do," says King, "but Navision is very expensive. We really couldn't justify that kind of cost".

They looked at several other systems. But in the end, it was the flexibility of MYOB EXO Business that won Mustad over.

### Sympathetic and helpful

King doesn't remember exactly when she first met BizPro – the company that implemented and now supports EXO at Mustad. What she does remember is the impression they made.

"From the outset, BizPro were sympathetic and helpful," she says, "which is exactly what you want when you're trying to get to grips with a new system.

"Looking at something unfamiliar can be daunting at first," says King, "but the trial system that BizPro set up for us to play with really helped get over that".

King goes on to say that Mark [Belkin] in particular was excellent with his follow-up.

"He listened intently to what we needed and made sure we knew exactly what we were doing.

"In fairness though, the whole team at BizPro are obviously very well trained," King adds, "and know exactly what they're doing".

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## Replicating the best of the old system

Aside from the standard functionality offered by EXO, Mustad wanted specific capabilities.

“Keeping track of inventory is a big issue for us,” says King, “so we wanted to make that process as quick and simple as possible”.

Mustad was already using an integrated palm pilot set-up with their old system, and according to King, it worked very well.

So the challenge for BizPro wasn't just to integrate a third party system with EXO (something that in itself is not difficult, thanks to EXO's SQL database), but to replicate the functionality and ease of use that Mustad was already used to.

Such were their expectations that King admits there were a few teething problems to start with. But, she says, “It's working well in EXO now.

“When customers place an order, that order goes straight to the warehouse. The packers pick the required items and then use their palm pilots to confirm in EXO that the order has been packed and shipped. The whole thing is paperless,” says King.

## Making light work of importing

Where EXO really stands out, according to King, is with import costing.

“Previously, when we paid foreign creditors, we'd have to manually post a journal entry to show whether we'd made a currency gain or loss,” she says.

“With so many entries in foreign exchange, this took hours upon hours.”

In EXO, however, money is paid into the client's account and the foreign exchange gain or loss is calculated automatically – before being posted straight to the ledger.

“EXO's ability to do this has really made light work of a major headache,” King says.

“It's not just good – it's very, very good indeed.”

## Staying on top of all your data

Importing is not the only area where Mustad has managed to slim down labour-intensive processes.

King says it used to take ages to roll a month over in Vision. In EXO, she can do the whole thing in a couple of hours. Sales orders are seamless now too.

“We used to write them up,” says King, “then enter them manually. Now orders are passed straight through to the warehouse”.

Above all, however, EXO makes it quick and easy to stay on top of multiple pieces of data without becoming overwhelmed – thanks to a series of simple reports.

“From debtors and creditors, to stock, sales, bank records, or BAS – all EXO's reports make it easy to get a quick snapshot of whatever's going on in that area,” says King.

“It's easy to see if something's been entered incorrectly, too,” she adds.

## Flexible on all levels

When asked what she believes EXO's biggest contribution to be, King doesn't hesitate.

“Flexibility,” she says – on several levels.

“The ability to create a new report if you want to scrutinise a new area of the business really is terrific. But it's the little things, too.

“If you enter a bank record and it's incorrect, you can just discard the record and start again. That might seem like a small point, but knowing that you're not going to be locked into a mistake makes using the system much more enjoyable. And that,” says King, “is a real bonus”.

## Client and Enterprise partner details

[www.mustad.com.au](http://www.mustad.com.au)

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