

Advanced Seed Pty Ltd

Formed in 2000, Advanced Seed has quickly grown to become one of Australia's leading importers and providers of turf grass seed and related products for commercial and retail markets. The company prides itself on importing only the finest quality product from around the world, with particular emphasis on those products suited for Australian conditions. Its seeds are used by most of the leading racecourses, golf courses, turf farms, local governments and sporting facilities throughout Australia.

A division of the Brandlink Group, Advanced Seed is a wholesale supplier which operates through a network of specialised distributors located throughout Australia.

The Business Issue

Five years into its operations Advanced Seed's accounting system began to struggle. Customisations to the software were extending the system's life but they were still only fixing it temporarily. The company became aware that a new solution would soon be necessary. Brian Hinman, Advanced Seed's Managing Director explained, "This [software] worked well until more growth and a further acquisition demanded a larger system capable of servicing the increasing accounts complexity and the developing demand for QC, batch tracking and stock control."

Advanced Seed's next step was to undertake a detailed assessment of requirements and alternatives. We then sought outside help in addressing the business system and threw the challenge to John Ireland's Melbourne based Atronics Consulting. Their innovations led to our computing breakthrough, unique to the industry. Jiwa Financials software was implemented in 2005. The transition from our old system, including data migration was seamless, with virtually no disruption to our business.



The Solution

JIWA has provided Advanced Seed with a business management system that combines monitoring, tracking and customer accounting. Used to precisely monitor the company's seed blending and batch management, JIWA makes it possible to provide customers with an assurance of germination rate yield percentage for each mix, and the ability to track every ingredient in a mix, right through wholesale and retail on-sellers.

From the time when consultant John Ireland became "our new best friend" five years ago, we have thrown all the difficult challenges to him, to stretch the boundaries and work out ways to make our system to do more and more for us. At each stage, he advised us on a number of alternatives, and teamed with our people to come up with best outcomes for us. "With consulting over the years we sought out not only knowledge and innovation from Atronics, but if called upon, help also from its network of other allied consultants. Atronics Consulting is part of The Consulting Alliance (Consal) which has fellow members in all capital cities and regions nationally, providing professional advice, installation, training and support for accounting and business management systems." Brian Hinman added.

The Result

Having proven its ability to meet all current accounting requirements, Advanced Seed management is confident that JIWA will continue to prove its value well into the future.

"The new Advanced Seed inventory management and accounting system has many more capabilities for us yet to use," Hinman commented. "The next challenge is to activate the landed cost of our imported raw materials. This will not only eliminate a time-consuming and tedious task, currently done with spreadsheets, but will also deliver precise costing information on every shipment. In addition, we will be able to include currency shifts as well as all on-costs and overheads such as freight, insurance, cost of finance etc."



About JIWA

Established in 1995, JIWA Financials is an Australian software house and the developer of one of Australia's most respected business financial solutions, JIWA Financials. Designed for the Australian environment, JIWA Financials is a Microsoft Windows-based financial solution servicing a client base that ranges from single user sites up to global enterprises. With an emphasis on data integrity and software performance regardless of transaction or user numbers, accurate stock costing and tracking, and efficient general ledger and cashbook functions, JIWA Financials has found a natural niche among importers, distributors, manufacturers and service repairers.

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