

## Customer Story | Power Farming



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# Customer **profile**

Power Farming Wholesale Limited is a fully independent and privately owned group of companies, who have a three-generation history of serving the New Zealand and Australian tractor and machinery markets.

The group is made up of Power Farming Wholesale Limited (wholesale distribution in New Zealand), Power Farming New Zealand Limited [retail distribution in New Zealand], Power Farming Group Australia Pty Limited [wholesale distribution of all the company's tractor and precision mowing equipment brands in Australia] and Howard Australia Pty Limited (a Sydney based supplier of cultivation equipment, mowers, front-end loaders, seeders, and feeder / spreader equipment).

Collectively, these four trading operations generate an annual turnover of approximately \$300 million and employ around 350 people. Sales are mainly through an owned or franchised retail chain consisting of 40 dealers in New Zealand, and through over 300 independent retailers in Australia. The New Zealand dealerships employ around 150 trained technicians. These technicians are available on a 24 hour / 7 days a week basis and are supported by seven personnel based at the Power Farming Head Office. The company operates 14 websites representing a range of brands and mastheads across New Zealand and Australia. Put concisely, Power Farming Wholesale imports, stocks, manufactures, assembles and distributes agricultural machinery, accessories and parts.



# Application modernization; **migrating away from legacy systems**

Power Farming used three main software systems within the group. The one of most concern, was an automotive industry software created that was a highly customized and antiquated green screen AS/ 400 wholesale / distribution system which handled the wholesale business for the group. Issues existed around:

- Difficulties integrating with other software
- The inability to gain a global view of the entire business (each business action was effectively silo)
- Limitations to supporting the sort of web presence and browser sophistication that user expectation demanded to keep up with the competition Limitations in ability to analyse and report on the data within the system and of course
- The legacy nature of the solution itself and the inherent problems surrounding such an old solution in terms of support and further development

## **This solution required complete replacement.**

The second concern was a locally created automotive retail. This was used throughout the whole New Zealand Power Farming owned retailer / dealer network and covered branch stock, CRM, the sales cycle, finance, trade-ins and core financial. The level of user satisfaction was high so eventual integration to the overall replacement solution was all that was deemed necessary.

# Prioritizing customer experience **through operational transformation**

TBF Thompson embarked on a detailed analysis of their current procedures and began by identifying changes that could be made to improve their operations. They sought a solution that would match up to their operational needs, as well as supporting an innovative approach to the way they wished to do business in the future.

Ultimately, they were looking for a solution that would enable them to continue to offer exceptional levels of customer service. After a careful and detailed selection process, TBF Thompson chose Annata and the Annata Dynamics DMS solution for Microsoft Dynamics AX.





# Approach

The approach took the form of a rapid implementation pilot at the Dublin depot, followed shortly afterwards by the Galway depot. A period of review then followed, before moving on to the depots located in Northern Ireland. This method allowed for an increased input from all areas of the business ahead of the roll out into the more complex operations in the North.

The implementation team was selected by the steering group and included full time project managers from both TBF Thompson and Annata. The two project managers built a solid relationship and worked closely together to ensure that any issues were fully investigated and quickly resolved to minimize delays in the overall project timetable.

The team also included a data lead and an inventory expert. A senior manager from the Dublin depot completed the TBF Thompson element of the team.

Involvement by these key decision makers was essential to the success of the overall implementation. This ensured that there was no delay in making alterations to the set-up of the system, or in making changes to the business operations to take advantage of useful features within the Annata Dynamics DMS solution.



# System setup

A detailed analysis of each of the key business processes was carried out. These reviews took place with members of the project team and also included the key users for each of the process areas. This ensured that everyone was fully aware of any potential impact on both the business and the end customer.

The system configuration detail was agreed as the sessions progressed, allowing the updated version to be immediately delivered to the key users for testing. This ensured that any issues were addressed quickly, allowing the team to move on to the next business process area. Parallel to the review/setup/testing work, another team worked on data to ensure that real information could be used during the testing sessions.

Any issues found in relation to the data could also be highlighted by the data owners, allowing for speedy correction. Ahead of the pilot go live, key team members from the depots in Northern Ireland were kept informed regarding progress, to ensure that they were fully involved. They were also invited to attend familiarity sessions so that they could get some hands-on experience of the setup of the Annata Dynamics DMS solution. This approach greatly assisted with the implementation in the North.





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The strongest measurement of value delivered can be seen against stock inventory – critical when you carry over 100,000 stock lines. We estimate that real time visibility dropped 15 20% of the total value of stock across the group - and this alone funded completely the entire implementation.

**Michael Barrett**

IT Manager Power Farming



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