



Profile: Health World Ltd.

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—David Wallace, F&A Manager, Health World Ltd.

Health World Ltd. is Australia’s leading natural health science company, manufacturing and distributing complementary medicines for sale throughout Australia and New Zealand. With over 200 employees and 12,000 active accounts, Health World features products in two main groups, retail and practitioner. The retail range is sold in pharmacies and health food stores. The practitioner range is dispensed to patients by naturopaths, chiropractors, doctors, nutritionists and others.

“Synergy is limited only by your imagination”.

The need to streamline their business processes and consolidate workplace information for real-time review and analysis led HealthWorld to search for a new enterprise resource planning (ERP) system. The company considered Axapta, SAP and Greentree. Ultimately HealthWorld selected Exact Software products.

David Wallace, Finance and Administration Manager with Health World Ltd., also holds responsibility for Information Systems at the company. “I am very passionate about continuous improvement through smarter systems and processes. Gaining familiarity with the functionality of Exact Macola Progression and evolving Exact Synergy and Exact Event Manager to help manage and monitor processes are fundamental to the success of our company.”

A comprehensive ERP solution that encompasses Accounting, Distribution, Inventory Management and Manufacturing, Exact Software’s Macola

Progression Series is designed to meet the business application software needs of the small to midsize enterprise.

Wallace notes that his predecessor chose Progression based on his familiarity with the product. “I have been able to adapt the system more suitably to our business via tools like Flexibility, Crystal

Business Issue

Health World needed to streamline their business processes and consolidate workplace information for real time review and analysis.

Impact

The company experienced immediate benefits by centralizing information access and workflow company-wide, allowing collaboration between departments and offices and ultimately saving the company a substantial amount of time and money.

Solution

Exact Macola Progression, Exact Synergy, and Exact Event Manager provide the company with a fully integrated system that centralizes information access and streamlines business processes throughout the organization.

Results

- Event Macola Progression’s flexibility has enabled the company to enhance functionality in OE and other areas to assist with business processes.
- Because it is Web-based, Synergy serves as a central repository from which employees can access valuable information anytime and from any location.
- Synergy has allowed for the fundamental integration between the process management and financial transactions which in turn has produced significant ROI, much beyond the anticipated results.

“It is hard to compare what it would have been like without it. We know that it does save us time and money, without doubt. The additional pieces to our overall system like Synergy and Event Manager put it well over the line.” —David Wallace, F&A Manager, Health World Ltd.

Reports and most importantly Event Manager. It functions solidly for our business and remains very reliable.”

Exact Event Manager enables organizations to define the events important to their business and the actions they would like to take in response to these events. Event Manager together with Synergy streamlines processes across the entire organization.

Currently HealthWorld has 90 employees using Progression. “We use advanced distribution, inventory, POP, purchase order, MRP and financial modules,” notes Wallace. “We process over 1200 orders per day and manage approximately 3700 SKU’s through the supply, manufacture and distribution process. Flexibility has enabled us to enhance a lot of functionality in OE and other areas to assist with our business processes. The robustness of Macola’s inventory modules has provided the core of the type of business we are in.”

In early 2004, Wallace decided to adopt Synergy, which brings together the people, processes and knowledge essential to a business, allowing real-time collaboration between departments, offices, countries and outside partners, enabling everyone to work with the same, accurate information.

Wallace says his reasoning behind adding Synergy was simple. “Process management and recording the ‘human’ transactions are just as important as the ‘financial’ transaction of an ERP system. The fundamental integration between these two data repositories has produced significant ROI beyond what we had ever anticipated. We look forward to the next version of the integrator which excited us at Engage 2005 in Chicago – a conference that makes a 17 hour flight worthwhile.”

HealthWorld initiated Synergy in its sales force as a CRM tool. By adding Event Manager, the company has been able to automate the sales call process. Customer service

and technical advisory departments utilize the system for various logging and workflow processes. The procurement team utilizes it to manage supply chain activity while the QA department utilizes the document management function. “It’s forever evolving with complex request types being designed and implemented on a weekly basis,” said Wallace. “We started with 50 users in July 2004 and we now have 110 users.”

Wallace notes that there clearly differences in what employees can do now with Exact products in place. “Here is a classic example that really impresses our customers,” he said. “Our technical team based here on the east coast of Australia talks to a customer in Perth on the west coast. Our account manager is pulling up to visit the customer’s clinic, opens her laptop to see what is the latest activity on that customer’s card and views the log of the technical support call, real time. She asks the customer if the response was satisfactory and the customer is blown away by the fact that the account manager knew the conversation even took place. Next thing, they are best mates and they place a massive order. The margin on that one order just paid for the user license. The power of recording the ‘human’ transaction and the fact that it is available for everyone to share the instant it took place, is phenomenal.”

Overall Wallace confirms that the implementation of Exact products has resulted in savings of time and money for HealthWorld. “It is always hard to put a figure on any system – particularly with users in various departments,” he notes. “It is hard to compare what it would have been like without it. We know that it does save us time and money, without doubt. The additional pieces to our overall system like Synergy and Event Manager put it well over the line.”

For more information about Exact Software™, please call your Exact Software account representative, certified Exact business partner, or visit www.exactamerica.com