

Bidfreight Port Operations charts a new course with Sage 300 ERP Intelligence Reporting

Bidfreight Port Operations (BPO) was formed in 2004 as a result of the merger of two leading portside companies, Rennie's Cargo Terminals and South African Stevedores. This merger enabled BPO to become an organization that is, in unity, greater than its component parts. BPO's understanding of its clients' needs is based on 150 years of portside experience in Africa.

Growth demands change

Bidfreight Port Operations (BPO) selected Sage 300 ERP, SageCRM, and Sage 300 ERP Intelligence Reporting to provide a complete end-to-end solution for its business needs. Management says the unrivalled functionality of these products takes the company's "In place. On time" philosophy to a new level. While Sage 300 ERP DOS had served the company well for more than a decade, the time had come to upgrade its systems in line with the substantial growth BPO has experienced since 2005.

Sage 300 ERP was selected as the preferred upgrade on recommendation from sister companies within the Rennie's Group.

Intelligence Reporting

The decision to invest in Intelligence Reporting at the same time came about as a result of the fact that BPO was running three separate companies on Sage 300 ERP, which made providing timely and presentable management accounts very challenging.



Customer

Bidfreight Port Operations

Industry

Import/Export

Location

South Africa/Africa

Number of Locations

2

System

Sage 300 ERP

SageCRM

Sage 300 ERP Intelligence Reporting

Challenge

BPO had experienced significant growth since 2005 and, as a result, recognised that its current Sage 300 ERP DOS system was no longer meeting the company's requirements.

Solution

Sage 300 ERP, Sage CRM, and Intelligence Reporting provide a complete end-to-end solution for BPO's business needs.

Results

The unrivalled functionality of these systems has laid a solid foundation for positive future growth, and taken the company's "In place. On time" philosophy to a new level.

The exercise was extremely labor-intensive, and finance was constantly under pressure to produce the Management Pack. Intelligence Reporting was able to automate the Management Pack at the click of a button—quite a feat considering that BPO's Sage 300 ERP systems consisted of different charts of accounts, totaling about 23,000 general ledger accounts across some 70 divisions and including nonfinancial KPIs, as well as tonnage throughput from custom-created tables. Intelligence Reporting's ability to extract all this data into a single Microsoft Excel® workbook really proved the solution's flexibility to BPO. Line managers were impressed by the ability to automate profitability analysis reports for their divisions with a real-time extraction into apreformatted Excel report in under a minute from a desktop shortcut. This is ideal for managers who don't have time to learn a BI solution but still need access to information on demand in order to make informed decisions.

Paperless environment

The Sage 300 ERP Windows® transaction processing was decentralized to the extent that the users were empowered to input and extract reports quickly with minimal help, and at their convenience. The Sage 300 ERP/Intelligence Reporting solution resulted in the monthly financial results and Management Packs' being produced consistently in record time. The system's flexibility to incorporate workflow will enable growth through efficiencies. BPO is now able to achieve accurate, effective, and efficient reporting on a consistent basis and, as an added bonus, is moving closer to its goal of a paperless environment.

A solid foundation

Sage 300 ERP is a truly global solution that offers the tools and flexibility to successfully accelerate business expansion. Sage CRM provides the company's marketing, sales, and customer service teams with the tools they need to find new customers,

close sales more quickly, and build lasting, more profitable relationships across all channels. This, combined with the robust functionality and benefits of Intelligence Reporting, has laid a solid foundation for positive future growth at BPO.

“Our expectations have been exceeded in the way Intelligence Reporting delivers critical business information from our system. We have converted weeks of repetitive work every month into a few hours. Now that's what I call a measurable return on investment” says Ravind Sukdeo, Financial Director, Bidfreight Port Operations.

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—Ravind Sukdeo, financial director

About Sage

Sage is a leading global supplier of business management software and services for small and mid-sized businesses. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs more than 12,600 people and supports more than 6 million customers worldwide. For more information about Sage in North America, please visit the company website at: NA.Sage.com. Follow Sage North America on Facebook, [Facebook.com/SageNorthAmerica](https://www.facebook.com/SageNorthAmerica), and Twitter, [Twitter.com/sagenamerica](https://twitter.com/sagenamerica).