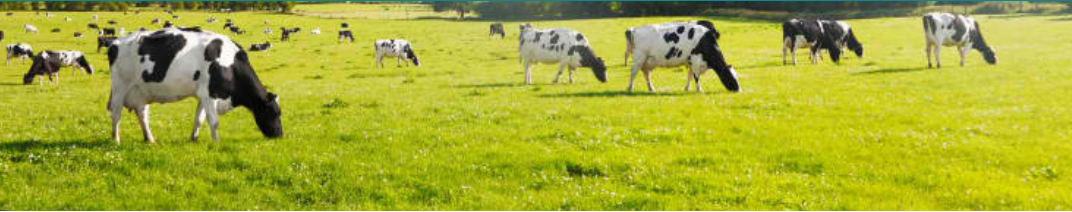


# Agribusiness Systems ProSoftXP

Enterprise Class Agribusiness Software



## User Story

Hoogwegt Australia is a majority owned subsidiary of the private company Hoogwegt Groep B.V., based in Arnhem, The Netherlands. Hoogwegt delivers quality dairy products and food ingredients to an extensive network of product manufacturers located on every major continent. There are 12 sister offices globally that all possess extensive industry knowledge and expertise.

By virtue of location, Hoogwegt Australia is able to source and supply the finest dairy products and food ingredients Oceania has to offer. Hoogwegt Australia was established in 1996 and has grown to 11 staff, all based in Geelong, Victoria Australia, with plans to keep growing.

In 2010, after several years of trying to adapt a more generic software ERP solution to the particular requirements of the business, Hoogwegt was forced to find an alternative solution to handle the various aspects of the company. Matt Fisher, Company Accountant, explains: "Our license with our previous software provider was expiring and given we are a growing business, there was a pressing need to investigate other options."

ProsoftXP is an integrated commodity operations and accounting software package, with the majority of the users dealing in grains and pulses. This means that companies that operate in the grains industry such as feed manufacturers, commodity traders, storage handlers and processors have a fully integrated yet specialized package with screens, processes and reports tailored to the way they do business. Yet ProsoftXP, through its intelligent use of superior technology and careful database design has proven to be a successful solution to a range of similar commodity focused industries like Dairy, Bio-Fuel, Fertilizer and Pet Food.

So while at first glance, a dairy trader using a software package written primarily for the grains industry may seem an odd choice, Hoogwegt management knew how to go about evaluating their particular requirements against the various offerings in the market and could see the benefits ProsoftXP could deliver to the business. "After the frustrating experiences with previous software providers, we were much more aware of what to look for and we knew what we really needed in a system to work with our immediate needs," explains Matt.

Hoogwegt's rigorous and meticulous approach proved that Prosoft (despite its grain industry focus), was the right match. This meant many of the day to day transactions Hoogwegt undertook such as writing sale and purchase contracts in the trade department, linking purchase and sale transactions together in the commercial department and tracking accounting transactions in hedged, unhedged foreign and local currency in the accounting department, all occurred in a single integrated environment. "The order and the process flow within ProsoftXP almost mirrored our internal business structure which was a real plus. It has features and functionalities that our previous software did not have," says Matt.

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*"...the response to our needs is very good and we get the advice we want to..."*

Matt Fisher,  
Company Accountant  
Hoogwegt Australia P/L



### problem

Years spent trying to adapt generic software to fulfill specific business requirements with excel spreadsheets needed to plug the gaps between departments.

### solution

With ProsoftXP, Hoogwegt Australia have a user friendly, centralised repository for all information. Tailored reporting based off the database means better efficiency and control. Finally a single integrated environment.

Agribusiness Systems

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Agribusiness Systems is the Australian provider of ProsoftXP, an integrated Agribusiness solution designed to remove the many complexities from a commodity agribusiness while providing real time information to ensure a greater success of the business.

To find what ProsoftXP can do for your business contact our National Sales Team on 03 9686 0485.

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...> The ability to support the product was also important. "Having reviewed several alternatives, ProsoftXP was the best fit. We also knew of Prosoft's presence in the Australian market and importantly it had local support for the product, which is very timely support and offers a very high level of training. The response to our needs is very good and we get the advice we want", Matt states.

The Prosoft system came bundled with various reporting capabilities that are required by and well suited to Hoogwegt, in particular from the commercial department's point of view. Roger de Liege, the company's Supply Chain Co-ordinator explains: "Effectively a vast amount of information can be input into the system and extracted out in various ways that is very useful. The contract structure and implementation along with sending purchase contracts and sale contracts out was efficient and straight forward. We see it as user friendly and in the most part it is setup in a way that replicates the way we work."

While ProsoftXP was assessed as the best fit, it wasn't a perfect fit and there were still customizations that Hoogwegt needed to help the staff manage some of the reporting aspects of the business. Hoogwegt was able to make specific alterations to existing reports and even participate in the creation of a new position inquiry as part of a collaborative effort with input from Prosoft and several other users. The end result is a centralized repository of information and a decreased reliance on disparate solutions.

"The use of ProSoftXP has reduced our need for the internal use of Excel sheets. Prosoft has replaced Excel in a lot of ways. We now have a one stop shop for all our valuable information. There are many benefits from the reporting side – the report building software allows us to obtain the information we need quickly and painlessly in a tailored manner and there is an increased ability to find information about shipments and products, electronically rather than sifting through manual files."

Now, eighteen months on, having recently experienced a significant growth phase, the team at Hoogwegt has been able to implement good processes and control, forming an essential ingredient to Hoogwegt's ongoing success. ProsoftXP continues to support that growth by providing tailored, integrated solutions to each part of the business, from purchase contracts, through to handling the various sales requirements to logistics to financing and all packaged in an intuitive format with the required structure and support.

*"... We now have a one stop shop for all our valuable information ..."*

Roger de Liege,  
Supply Chain Co-ordinator  
Hoogwegt Australia P/L



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