



User Story

Australian Grain Export (AGE) is a grain marketing company based in Maitland on Yorke Peninsula, South Australia. AGE purchase direct from the grower, buying pulses (including lentils, beans, peas and chickpeas), canola, wheat, barley and oats - predominantly using the centralised storage system - for movement into the bulk and containerised markets.

Commencing in 1996, Managing Director and Marketing Manager, Grant Roesler has overseen the development and subsequent growth of the company from initially servicing growers in the immediate area to presently having clients statewide and into western Victoria.

By May 2009, the business was expanding, handling larger volumes of grain but struggling to meet the demands of the business with the existing four employees in the business.

It was evident that having a small number of employees and trading large volumes of grain was presenting a real resource challenge, especially during peak trading times - something had to give. Grant says "we found that as the business was expanding - our systems were struggling to cope with the increasing volume of clientele and grain transactions - even with the employment of additional staff. This equated to excessive after hours and weekends trying to keep up."

The variety of transactions included handling thousands of individual deliveries against purchase and sale contracts with growers and customers via variously negotiated prices, delivery terms and other conditions, invoicing sales, tracking debtor and creditors, running management reports on things such as the inventory stored at various locations, levies & royalties and of course ultimately measuring the Profit and Loss of the business.

After a comprehensive review of alternatives, Grant explains "We decided we needed to find a fully integrated software program that could manage the grain trading operations of our business - from the initial purchase/sales contract right through all of the administrative process that happen with that. We chose to go with ProsoftXP due to three main factors:

- The impressive features of the software package and system capabilities matching our needs
- The initial capital investment cost and ongoing licence/support cost
- The willingness and ability of ProsoftXP to be dynamic and flexible enough to adapt to the specific requirements of our business, without compromising the integrity of the basic system."

While there are plenty of horror stories of specialized industry software not delivering on the promised benefits, Grant says this has not been the case for AGE. "From initial install and set-up, through the training process, then going live - we found the availability and access to support - especially locally - to be excellent and this has remained the case ever since."

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"...it has enabled AGE to concentrate on marketing & not get bogged down in admin..."

Grant Roesler,
Managing Director &
Marketing Manager
Australian Grain Export
Pty Ltd



problem

An expanding business, with only four employees, handling larger volumes of grain and struggling to meet the demands of greater transactions within the business.

solution

Eighteen months and two harvests later, the software continues to prove its worth helping continue to expand the business; including a marked increase in the client base and larger trading volumes.

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.

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Some eighteen months and two harvests after that initial decision, the software continues to prove its worth. "We continue to find the response to our needs is very good. We can get advice on how to do things efficiently and even specific alterations to existing reports or the creation of a new report can be done to suit our unique demands while allowing us to do a full and thorough consideration of viability and cost prior to authorizing the change."

These benefits have helped them continue to expand the business with a marked increase in the client base and trading larger volumes since the inception of ProsoftXP while still retaining only four staff members and this has relayed to a positive impact onto profitability, so the return on that initial investment decision has been very fruitful.

"It has enabled AGE to concentrate on marketing and not get bogged down in admin. Whereas before our traders had to commit a good percentage of their time toward assisting in admin duties to ensure grower payments etc. went out on time - now they are only required for a minimal amount of time when we are really busy. And it has given our weekends back to us during harvest!"

Other advantages include the ability to access full data history for all clients readily at the click of a button and real time accounting and reporting.

Just as it should be, the underlying Progress database doesn't factor into the things AGE needs to concern themselves with. It's proven to be a reliable, fast and high performance solution, all critical considerations for a company where IT isn't the focus.

So what does the future hold for AGE? "We know the system has the ability to add further users at any time as business expands, and this is an essential component. We also know that additional features exist within the system that we do not currently require or utilize. This means that when we progress to the next development stage of our business growth, the system requirements that we will be seeking are already there. There will be no need to source alternative or additional software. We can continue to use a system that we are familiar with."

“ ...And it has given our weekends back to us during harvest! ”

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Managing Director &
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