

Success Story

ASH sees the wood from the trees with Sage Intacct

“If I had to sum up the difference Sage Intacct has made to our business in one word it would be visibility.”

Julie Harrison

Finance Manager, ASH



ASH implements Sage Intacct

More than a hardwood mill, Australian Sustainable Hardwoods Pty Ltd (ASH) is an advanced manufacturer and leader in the Australian timber industry. With a reputation for developing innovative hardwood products, ASH is a highly respected and trusted organisation that operates an ethical, sustainable and verified timber business.

Having grown over three decades and evolving to become a complex, multi-faceted organisation with a few hundred staff and 24 departments, ASH implemented Sage Intacct to increase visibility and financial management capability across the business.



Results with Sage Intacct:

- Easy upgrade process from Sage 300 to Sage Intacct with the support of FUJIFILM MicroChannel
- Upgrade to new expense and invoicing system from ProSpend, which is integrated with Sage Intacct
- Profit and loss reports for 24 departments now delivered within two to three working days of month-end
- Consolidated view and reports across the organisation delivered easily and quickly
- New staff can be quickly trained to use Sage Intacct thanks to ease of navigation and usability
- Financial management modernisation with Sage Intacct will enable further technology upgrades for HR/payroll and advanced budgeting solutions

Sage

Company

Australian Sustainable Hardwoods Pty Ltd

Location

Australia

Industry

Manufacturing Process

Solution

Sage Intacct

Partner

FUJIFILM MicroChannel



About ASH

ASH is a privately-owned Australian timber mill and manufacturer. ASH was established more than 30 years ago and has grown to become one of the largest hardwood mills in Australia, and the largest hardwood timber manufacturer. The business operates 13 on-site manufacturing lines to add value to a range of timber species from log to finished product.



Photo credit: Dianna Snape

Modernising financial management

As an advanced manufacturing operation that uses automation to create economies of scale, ASH is a tech-savvy, modern organisation with a reputation for innovation and sustainable practices. While the business grew around it, the finance team realised that they needed to modernise legacy financial management and accounting systems.

The range of legacy systems used by ASH, including Sage 300, had served the business well for more than a decade. But as the organisation grew and support waned for their legacy expense management and invoicing system, the incoming Finance Manager turned to established partner FUJIFILM MicroChannel to help review their financial management needs and recommend a new solution.

A trusted partner helps cut through the noise

The new Finance Manager at ASH had experience with a wide range of accounting and financial management platforms and understood the limitations of the legacy systems to deal with the diverse accounting needs of the organisation including a large and growing number of monthly transactions.

At the time ASH was considering its financial management and technology requirements, FUJIFILM MicroChannel had

been working with the organisation for more than a decade. As a trusted partner, the finance team at ASH turned to FUJIFILM MicroChannel for consulting, advice and guidance.

Sage Intacct stands tall as preferred finance solution

Highly awarded Sage Platinum Partner FUJIFILM MicroChannel recommended ASH implement Sage Intacct as their new financial management platform. This made sense for many reasons, not least of which was the relatively easy transition from Sage 300.

A collaborative approach was used by an experienced team of FUJIFILM MicroChannel experts who had worked with ASH for a number of years and had broad knowledge of the timber manufacturing industry. A thorough understanding of the current and future needs of ASH helped guide the selection of Sage Intacct, and intricate planning ensured a successful transition.

The right people at FUJIFILM MicroChannel were readily available throughout the implementation of Sage Intacct and it was completed a few months prior to the start of a new financial year, giving the ASH team adequate time to prepare for the system to go live.



ASH benefits from Sage Intacct's detailed, consolidated financial view across its diverse organisation.

Taking the stress out of change

Change can be hard for long-term staff and the implementation of financial management platform Sage Intacct and integrated business spend management platform ProSpend required a concerted effort and internal champions at ASH to get everyone onboard. FUJIFILM MicroChannel guided ASH through implementation, go-live and beyond to ensure they were well-trained and confident to hit the ground running with the new systems.

Sage Intacct has proven to be much easier to use for existing team members and is exceedingly easy to train new staff to use. Sage Intacct has also democratised access to the finance system, with staff across departments including despatch and payroll able to use the system to streamline finance workflows, save double-handling of data and eliminate manual processes.

Taking the blinkers off for unprecedented visibility

The ability to see the wood from the trees has made a huge impact to the ASH finance team. Instant, real-time visibility, combined with simple navigation and ease-of-use has put important financial information at the fingertips of everyone who needs it, when they need it.

ASH has grown to a staff of more than 200 people across a diverse organisation with 24 different departments operating individual profit and loss centres, and Sage Intacct has proven effective in providing both a detailed and consolidated view across the entire organisation.

“Sage Intacct has heralded a new era of financial management for ASH. If I had to sum up the difference it has made to our business in one word it would be “visibility”. It’s a far more dynamic system than I have ever used, and my team has been impressed with how easy Intacct is to use given its powerful capabilities”, said Julie Harrison, Finance Manager at ASH.

Set up for future growth

The successful move to Sage Intacct has emboldened ASH to look for more efficiencies that will be enabled by the capability and scalability of the Intacct platform. While profit and loss and other reports are now ready within two to three days of month-end, there is scope to enhance the reporting function of Sage Intacct to provide more insights to drive business decision-making.

One of the emerging technology priorities for ASH is expanding their people management capability with a robust human resources and payroll system integrated to Sage Intacct. Whatever the future holds, ASH is set up for success with Sage Intacct and FUJIFILM MicroChannel.

A partnership as solid as oak

FUJIFILM MicroChannel is a business solutions and technology provider servicing medium to large corporate enterprises and government organisations. The award-winning Sage Intacct partner has 30 years of experience helping clients leverage technology for commercial success.



Photo credit: Thurmston Empson

“The role of FUJIFILM MicroChannel in our successful implementation of Sage Intacct cannot be overstated. While I was new to ASH, our partners had more than a decade of experience with the organisation, and the knowledge, dedication and availability of their team before, during and after the implementation of Intacct made all the difference.”

Julie Harrison
Finance Manager, ASH

A foundation of trust and success

A long-standing relationship with ASH has helped guide the technology transition of the organisation as it has evolved, and as technology has changed. Through iterations of the technology stack and upgrades of legacy systems, FUJIFILM MicroChannel ensures that ASH has the most effective technology solution to meet the needs of the growing business.

With extensive knowledge about ASH and the industry in which it operates, and working relationships going back over a decade, FUJIFILM MicroChannel remains committed to helping drive the success of the organisation.

FUJIFILM Microchannel is a trusted partner to ASH and hundreds of other organisations in Australia and around the Asia Pacific region. Highly awarded by leading global vendors, and selling and supporting world-class technology products and solutions, FUJIFILM MicroChannel helps organisations perform better with unique solutions that are designed to match their unique needs.

“Our relationship with ASH is built on a solid foundation of trust and success achieved over many years. Technology is always evolving, and we make it our business to help clients like ASH continuously innovate to take advantage of superior technology solutions that meet their business needs and underpin their success”, said Shelley Iovenitti, Sage Practice Manager at FUJIFILM MicroChannel.



Sage



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