

Success Story

Sage puts a new spin on global integration

Sage X3 streamlines logistics for leading cricket ball manufacturer, Kookaburra Sport

Kookaburra Sport is the world's number one manufacturer of cricket balls.

Its locations in Australia, New Zealand, India, and the UK all worked on separate platforms leading to inefficient management silos and duplicated effort. Implementing Sage X3 has streamlined operations and paved the way for future growth.

Established in 1890, Kookaburra Sport is a 100% Australian family-owned and operated business. It trades globally in both cricket and hockey. The company predominantly sells its products through existing retailers, leagues, and associations in over 50 countries worldwide.



Sage

Company
Kookaburra Sport

Location
Australia

Industry
Sports

Sage Products
Sage Product here



Kookaburra Sports
Kookaburra Sport was established in Melbourne by Alfred Grace (AG) Thompson in 1890. AG Thompson was born in St Ives, Huntingdon, Cambridgeshire in 1863.



X3 Consulting
Trusted Sage implementation partner



The challenge

Kookaburra's four locations all had separate platforms, which were outdated and overdue for renewal. This siloed way of working caused time-wasting duplication of effort leading to business inefficiency.

"Somebody would do something here in Australia and then somebody would do the same thing in the UK, then the same thing in New Zealand, and the same thing in India," says Damian Burke, Global CFO of Kookaburra Sport. "We did not have any scanning technology in the warehouse and didn't even have any location codes. We had to continuously track paper invoices. There was also confusion as we would have the same SKU with different product codes because, for example, in the UK the packaging might be different, and this made it impossible to produce sales and production analytics." Kookaburra found it problematic to get accurate and timely stock information into the rest of its systems.

It needed seamless integration with its ERP systems and multi-country implementations. It wanted not only a warehouse and logistics solution but also a solution for its back-office systems.

Because it has a small IT team, Kookaburra was also looking for partners who could really understand what it was trying to achieve, then implement the right solutions incorporating multi-company, multi-country, and multi-currency functionality.

It needed a solution that could reside in the cloud and provide stable 24/7 accessibility to all its locations.

The solution

Damian describes the requirements they looked for: "There were a number of things that were really important to us, and one of the main ones was to have a solution that could handle multi-currencies in multi-countries. We can now do that, and we have also achieved the second aim of putting data in the cloud to have it accessible to our international locations, 24/7." Kookaburra contacted Sage business partner CitySoft Consulting, which analysed how it could transition the company from its old DOS systems onto a modern platform that would make a major contribution to profitability and efficiency.

"We looked at the Kookaburra requirements and matched them against products from Sage with all the functionality that a multinational company requires," says CitySoft Consulting Marketing Director, Ian Hill.



The chosen platform was Sage X3, a software suite that includes integrated functionality for financial management, sales, customer service, distribution, inventory, manufacturing, and business intelligence.

At Kookaburra, it was implemented along with a warehouse management system from Sage ISV partner Datalinx Computer Systems. Datalinx provides additional functionality to manage business processes from the moment the product arrives, through all transactional movements to packing and dispatch.

The Datalinx system embeds itself inside Sage and provides all areas of the business with live, real-time information resulting in optimised processes and increased efficiency.

“One of the big changes I’ve seen is that we actually illuminate the warehouse,” says Melvin Fletcher, Managing Director at Datalinx Computer Systems. “Now, people in the warehouse are connected all the time. They know what is going on and people in the sales and invoicing offices also know what is going on.”

CitySoft Consulting also helped put in place an Electronic Data Interchange (EDI) integration solution from Sage ISV (Independent Software Vendor) partner, MAPADOC, and an eCommerce solution from XM Developments. MAPADOC EDI processing software seamlessly integrates with Sage X3 to unlock the information required by retailers and double check documentation. It combines EDI standards with the information held in the Sage solution to ensure that all incoming and outgoing documents are accurately generated. MAPADOC sits inside the Sage solution, quickly pulling in and pushing out documents and reducing errors by replacing manual operation with automated processes.

“Because our first stocktake was such a big project we had allocated four days for the implementation, but by 2:00 p.m. on day one, we were done. I’ve now been told that we do not need to do full stocktakes because the warehouse is tidy,” says Damian.

The bottom line

For Kookaburra, Sage X3 continues to prove itself a worthwhile investment.

“One of the things that Sage has enabled us to do is to eliminate our fragmented systems and bring everything back to a single source of truth,” says Damian.

One area where Sage and Datalinx have exceeded Kookaburra’s expectations is in the productivity of the UK warehouse. Damian explains: “Looking at some of our bigger orders, just the processing and paperwork in the background was taking up to 90, 100, 120 minutes to get everything through.

Now that cycle, working with Sage X3, it takes them five, six minutes— even quicker than that.” If someone is preparing a quote, the necessary information is there almost instantly, whereas previously it could take up to three or four weeks.

“We were amazed at the extent of the improvement in just that one area,” says Damian.



Sage

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