

Customer success story

BGH Group

Industry

Wholesale & Distribution 

Construction & Engineering 

Location

New Zealand

Greentree product suite

Financial Management

Supply Chain & Distribution

Customer Relationship Management

Job Cost Management

Manufacturing

Workflow

eBusiness

Business Intelligence

# AUSTRALASIAN ENGINEERING GIANT GOES FOR GREENTREE

BGH Group is already big, and its growth plans require a system that expands with it.

One of the largest privately-owned engineering supply firms in Australasia has joined the Greentree community.

BGH Group headquartered in New Zealand's Bay of Plenty region, supplies a wide range of engineering equipment, including bearings, industrial transmissions, hoses and tools. It employs 200 people in several locations around New Zealand, and also has a branch in Australia.

One of BGH Group's companies, Bay Engineers Supplies, sells engineering consumables and maintenance repair products. Another company, Hose Supplies, manufactured a hose system that extracted 1700 tonnes of heavy fuel oil from the stricken container ship Rena, helping to minimise the environmental damage from the wreck.

"We're very flexible and quick to move," says BGH's IT Manager Craig Pope. "We can do things pretty much at the drop of a hat, and don't need a lot of authority from within to get things moving."

"We're like a one-stop shop, whereby if a customer comes to us for something, we'll take that problem away from them."

## Expansion plans

BGH Group has been expanding its interests to offer its services to large corporate customers. In some instances, BGH staff manage the on-premise supplies stores for major firms. Its clients are big names in the dairy, agriculture, steel and power generation industries.

Greentree's comprehensive e-commerce capabilities will enable BGH Group to use Punch-Out, a web-based product ordering system that will enable businesses to browse a catalogue (much as consumers do at stores like Amazon.com), pick their products, then verify and place their orders via their own purchase order entry system.

"This will be huge for us, being able to deal business-to-business with a quick and simple electronic data interface," Craig says.

BGH Group's sales representatives are equipped with iPads, as they spend most of their time on the road, and will be able to update their sales reports in Greentree wherever they are.



"Having Greentree, with all those functions in one package, will be a huge advantage for us."

Craig Pope - IT Manager  
BGH Group



Craig says Greentree IQ\* will provide “a huge advantage” in data analysis. “Our future growth is going to come from specialist areas and corporate business,” he says, “but we need to have leading edge systems in place.”

### Robust cloud choice

Greentree will be hosted on Gen-I's ReadyCloud environment, providing BGH Group with a hardware platform with greater disaster recovery robustness, and an environment where it only pays for what it needs as Greentree is progressively rolled out across its different companies.

However, it is Greentree's total integration of all business functions that will have the biggest impact.

“Our old ERP system would have required customisation to meet our changing needs, and we didn't want to go down that path,” Craig says. “You can back yourself into a corner when you're trying to move forward. Having all the different modules in one package is just going to simplify everything for us.”

\*Powered by QlikView



Mount Maunganui-based BGH Group comprises Bay Engineers Supplies, Hose Supplies Ltd and Maud Kirk Ltd. It supplies engineering, hose and electrical components to customers in Australia and New Zealand.

[www.bgh-group.co.nz](http://www.bgh-group.co.nz)

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