

Customer success story
Maskell Productions Ltd

Industry
Construction & Engineering
Manufacturing

Location
New Zealand

Greentree product suite
Financials
Distribution
Job Costing
Manufacturing

MASKELL PRODUCTIONS JOINS WITH GREENTREE

CHALLENGE Manufacture of a broader range of products for different industries required a more sophisticated level of materials planning and job costing. To accommodate growth and new product demands, Maskell Productions needed to implement a new system.

SOLUTION Greentree Financials, BOM, Job Costing and Payroll.

RESULTS Maskell Productions has improved the efficiency of the BOM & JC processes without the need for costly bespoke development. They now have high visibility of data with the expected improvements in reporting and decision-making. The business expects Greentree to accommodate business growth well into the future.



"Greentree has proved to be an excellent choice for our manufacturing-based business, with noticeable efficiencies in the way we define our Bill of Materials and cost jobs."

Bryan Wentworth, Accountant, Maskell Productions Ltd

When software salespeople enthusiastically answer "yes" to pretty much every question you ask, does it make you feel skeptical about what their offering can actually do and how much they intend developing from scratch? More importantly, it's probably occurred to you that your business could be footing the bill for development that could be rolled out to every other customer?

Bryan Wentworth, Accountant at Maskell Productions, found plenty of salespeople happy to develop Bill of Materials and Job Costing modules that met Maskell's specific requirements, but he says "they all wanted an outrageous amount of money to develop from scratch", which is why he chose Greentree. As far as Bryan could see, "Greentree's Bill of Materials and Job Cost modules were standard, requiring little tweaking with an attractive value for money price tag", so getting any software company to develop these commonly used modules from scratch simply wasn't necessary.

The business situation

Maskell Productions engineers and fabricates below and above-ground storage tanks for several industrial and commercial applications, and thus has a significant materials and job costing component to every job it undertakes. Thirty-five years ago, Maskell pioneered the innovative development of fibreglass for the containment, handling and treatment of corrosive chemicals and gases. This effectively extended the useful life of the old steel storage tank from 12 years to 30 years for fibreglass, which on the face of it seems counter-productive, but in fact this has enabled Maskell to find broader application for their products across a wider range of related industries. This has driven the need for more sophisticated job costing requirements.

Bill of Materials and Job Cost – standard with rich functionality

With more than 60 components all made-to-order, the Bill of Materials (BOM) is the 'pulse' of the manufacturing process. Its accuracy has flow-on implications for



follow-on processes, particularly Job Costing, Billing and Forecasting, and ultimately impacts upon the bottom line.

Job Costing was largely a manual process, so Bryan was particularly interested to see how BOM and Job Costing were handled by Greentree, and he says the dynamic integration of Greentree automates a fair chunk of these dependent processes. The free-flow of information through and around the entire system has enabled much greater visibility of costs as they happen, which has improved the quality of information being captured, analysed and reported, and ultimately improves the decision-making process.

Surprising value for money

After evaluating several offerings from various providers it got down to a “two-horse race”, says Bryan, but the key drivers in the buy-decision by more than a ‘nose’ were definitely BOM and Job Cost, with Greentree’s comparative value for money being the deal clincher. “Comparatively speaking, Greentree is very good value since it provides all Maskell required for a fraction of the cost of any other provide.”

Greentree’s solid reputation poses little risk to continuity

The amount of work involved in a new system implementation is a key concern for any small to

medium sized enterprise, and Bryan says they were meticulous about checking references and basically doing their homework before making the final decision. Having experienced the new systems implementation ‘journey’ a number of times, Bryan says that at the end of the day, Maskell had to answer the question “who were these people and what risk might we be exposing the business to should we decide to implement Greentree?”. Like any other manufacturing business wholly dependent on job costing and ensuring the right materials are available to complete a job, downtime is simply not an option.

Smooth transition from old to new system hardly noticeable

Working closely with the Greentree partner, Bryan says the changeover was hardly noticed by customers, and staff found Greentree very easy to learn with its familiar Windows environment. The transfer of data from the old system to the new was done over a period of planned time, with constant comparisons of data to ensure that everything that used to happen in the old system was running smoothly and exactly as expected in Greentree.

Bryan expects Greentree to accommodate business growth for many years to come and has been impressed by the excellent support provided by the local Greentree partner.

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Maskell supplies a wide range of corrosion-resistant fibreglass (FRP) pipe and process equipment for industrial applications in the Australasian region. With industry knowledge and experience accumulated over more than 30 years, Maskell has proven competitiveness in the fibreglass industry through engineering expertise and automated manufacturing plant and equipment. In-house engineering is supported by a range of international associations to provide clients with the world’s latest technology. Maskell provides a complete end-to-end solution to clients ranging from manufacturing through to complete design, manufacture and installation.

www.maskell.co.nz

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