



Juicy Isle | Tasmania | Manufacturing and Distribution | MYOB Exo

Founded in Tasmania over 40 years ago, Juicy Isle is one of the most successful manufacturers and distributors of beverage, confectionery and snack food in Australia. Juicy Isle's distribution covers every state in Australia, supplying major grocery chains as well as exporting to many overseas countries.

Expanding into snackfood and confectionery distribution, Juicy Isle supplies market leading brands such as Smiths, Cadbury, Mars, Nestle, and Wrigleys products. Juicy Isle is also the Tasmanian distributor for brands such as Pepsi, Gatorade, Spring Valley and Red Bull.

Managing a multi-million dollar manufacturing empire is no easy task. Flexibility, power and the ability to access data whenever it's required are key. Juicy Isle didn't have those capabilities until it switched over to MYOB Exo.

Expansion highlights need for change

With three expansion-driven changes in premises before the turn of the century, Juicy Isle's management team were fully aware that any new IT system would need to be flexible enough to accommodate their growing needs.

General Manager, Michael Goward explains that while the initial pain point was a lack of support, it was their systems inability to manage their diverse product range and drive growth that created a need for change.

"We needed a system that could track our products, and the costings of our products so we could understand our margins and our sales."

Prior to Exo Juicy Isle were using a system which only allowed single user operation. Exo's genuine multi-user interface was a stand-out feature for Juicy Isle where 20 staff required access to data in real-time, which is no problem for Exo, giving "any information we want, in a format that meets our requirements".

"The stability of Exo provided a stark contrast to our experience with our earlier system."

This stability is cited as a key factor in the success of Juicy Isle's ability to deliver on-time, along with the end-to-end management of products and sales cycle data.

In conclusion

Reflecting over the ten years since the move to MYOB Exo, Goward states "Axsys have just been fantastic as far as being able to help us initially implement the system, but also customising it with some of our own requirements".

This includes their warehouse management system, which tracks stock and stock picking across different locations.

In summing up their experience using Exo, Goward says he is extremely pleased with Exo and Axsys. Now with the possibility of giving access to multiple users, flexible data, a stable platform and warehouse management means the company can manage distribution and deliver products far and wide.

According to Goward, Exo has given Juicy Isle accessible, stable, transparent information, automation, reduction in process errors and integration with a 24/7 online ordering function on the company's website, which benefits their customers as well.

*"It's certainly a vital component
in our growth."*

Before MYOB Exo

- An unstable platform causing delays
- Limited number of users allowed on platform
- An outdated system holding back growth
- No website integration

After MYOB Exo

- + A stable, powerful platform gives consistency
- + Multiple users allowed to access Exo at one time
- + A system primed for future growth
- + Tailored functionality with website integration

Ready to take the next step?

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