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John Hill, Corporate Development Manager, Comvita Limited

CUSTOMER CASE STUDY

COMVITA LIMITED

HIGHLIGHTS	
Company	Comvita Limited
Location	Bay of Plenty, New Zealand
Industry	Life Sciences
Products	Manuka Honey skin care, oral care and health care products; Medihoney first-aid dressings
Solutions Utilized	<ul style="list-style-type: none"> • QAD Enterprise Applications • QAD Business Intelligence • QAD .NET UI • Eagle RF Express

QAD TECHNOLOGY IS THE FOUNDATION FOR SUPPORTING RAPID GROWTH

THE COMPANY: COMVITA LIMITED

Comvita Limited (Comvita) is an international company specializing in natural health and skin care products — primarily premium-grade New Zealand Manuka honey. Its innovative range of products is sold both online and in 18 countries through a network of wholesale outlets and hundreds of retail stores. Comvita is headquartered in New Zealand with additional offices located in Australia, England, Hong Kong, Japan, South Korea and Taiwan.

THE CHALLENGE: GLOBALIZATION, COMPLEXITY AND COMPLIANCE

Comvita is a rapidly expanding company with increasingly complex manufacturing and warehousing requirements. “We’re making sure we have an infrastructure that will enable us to keep up with 30 to 40 percent annual growth,” says Corporate Development Manager John Hill.

Specifically, Comvita must control its honey products. The honey arrives directly from the beekeeper, and the grade of the honey must be guaranteed to the exacting standards of New Zealand’s medical and therapeutic regulators. To meet these stringent compliance standards, Comvita needed greater agility driven by visibility to critical business information. This led to a search for improved enterprise resource planning (ERP) capabilities.

THE SOLUTION: QAD ENTERPRISE APPLICATIONS SUPPORTS BUSINESS GROWTH

Comvita rolled out QAD Enterprise Applications with QAD Business Intelligence, along with RF Express, a radio frequency bar-coding solution from QAD Partner Eagle Consulting & Development. RF Express offers Automated Data Collection and bar-coding functionality in real time, enabling fault-proof data accuracy. Because of its flexible architecture, RF Express for QAD Enterprise Applications adapts easily to changes in business processes. Additionally, Comvita is leveraging the QAD .NET User Interface, with its flexible Browsers and Collections, for personalizing each user’s view of the system.

THE BENEFITS: CLARITY AND AGILITY SET THE STAGE FOR GROWTH

QAD Enterprise Applications allows Comvita to improve the quality and reliability of its manufacturing process. It also gained greater clarity on key performance indicators and the ability to track products and information throughout the production cycle. “We gained end-to-end visibility into our processes,” says Hill. “The ability to forecast purchasing requirements for materials has been impressive. We know who’s accessing the system; and we can see where our orders are in a moment’s notice.”

QAD Enterprise Applications delivers a high degree of control over the manufacturing process. “Each department can control the information it requires,”



says Hill. The installation of QAD Business Intelligence ensures better decisions based on real-time information. Another benefit is complementary QAD online training for Comvita staff. The training, coupled with the enhanced ERP system, improves efficiency by removing complicated paper trails and manually created spreadsheets. “You can burn out your human capital very fast if you don’t have the proper systems in place,” Hill adds.

QAD .NET UI allows Comvita employees to work with greater flexibility and speed, and they enjoy greater visibility into Comvita processes. Powerful, agile Browse functionality, which allows users to easily define screen layouts or create custom views of data, is an outstanding feature of QAD .NET UI, and users enjoy the look and feel. According to Hill, the time taken to train staff on the new interface is minimal.

Hill also places great value on the support offered by QAD, knowing that every business and system experiences occasional challenges. “Late one Sunday night I noticed that we had an issue. I got immediate support and resolution from QAD. This allowed us to be fully operational by the start of business that day.”

“QAD has delivered significant return on investment. The ROI is incalculable, simply because it has helped make the rapid growth of Comvita possible. It’s not only a question of return; it’s also about where we want to go, and where we want to be. To be a global entity you must have a stable integrated IT platform,” says Hill. “It’s central to the operation. It runs us,” he jokes. “Without it, Comvita would have no control over manufacturing or other costs.”

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