

Continued business flow with Greentree



Distributing a wide range of valves, pipe fittings and plumbing hardware, Hydroflow has a presence throughout New Zealand. They have built an excellent reputation in water reticulation, backflow prevention and farm water solutions.

As Hydroflow got bigger over the years, its accounting and data requirements also increased. Around the middle of 2002, financial controller Les Young decided the company had finally outgrown its incumbent package, Attache.

Growth generates need

He looked around at the alternatives, including Exonet and Exchequer. But Young eventually settled on Greentree. "It was the best fit for our business, with additional features that the others didn't have," he says.

After a painless transition, Greentree went live at Hydroflow in September 2002 and now has a total of twelve users across both the North and South Island.

Young has been impressed by its capabilities. "I like the processing of sales orders, its reporting abilities, the ease of getting information out of it - detailed information is very good - IT processing and general functionality is very slick."

"Greentree was by far the best fit for our business, with additional features that the other options we looked into just didn't have."

Les Young, Financial Controller, Hydroflow Distribution



CUSTOMER
Hydroflow
Distributors



INDUSTRY
Wholesale
& Distribution



LOCATION
New Zealand



**GREENTREE
PRODUCT SUITE**

- Financial Management
- Distribution
- CRM Basics
- CRM Sales

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Seamless integration

Greentree CRM module provides a solution that can be easily tailored to suit most businesses, with seamless integration into the core Greentree financial and distribution modules. Hydroflow has also purchased the CRM module, which they feel should be a great management tool to help with its marketing function.

Greentree has given Hydroflow much better control over its stock. "It was very difficult to achieve with our previous system," Young says. "But good stock control makes everything easier."

Young says Greentree provides customer and supplier balance history information in a much simpler way, too. Young also appreciates the way Greentree can handle a large data file.

"We use the same data file from year to year, so the size of it increases constantly. But with Greentree we have been able to retain all the information in a very detailed format."

Across the board, Greentree has enabled an easier flow of information for this plumbing supplies firm.



ABOUT HYDROFLOW

A privately owned company, Hydroflow is managed by people with more than 80 years of collective industry experience. They have a solid history of supplying quality tapware and fittings, as well as pipes and other plumbing hardware. Products include the well-known Apex trough valves, Bugatti ball valves and Hansen pipe fittings, as well as top-quality Parigi flexible hoses from Italy and Watts backflow devices from the USA. They also distribute brass gate valves, polypropylene ball valves, toilet cistern valves, water meters and filters. The company strives to always keep in touch with new technological developments around the world, and uses its innovation to ensure water is supplied in the best possible way.

For more information visit www.hydroflow.co.nz

ABOUT GREENTREE

Greentree International specialises in developing highly effective business management software solutions. The Greentree product has been developed by the authors of CBA, arguably the most successful business software package for small to medium sized businesses in Australia and New Zealand.

In choosing Greentree you are selecting a business system that will truly empower your organisation today and grow with you into the future. The Greentree Partner Network provides a highly skilled local support team that will ensure you achieve tangible business benefits. Greentree has also been recently recognised as a global 'Rising Star' by MIS magazine Australia.

For more information visit: www.greentree.com

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