

Customer success story
Mazda Motors New Zealand

Industry

Automotive



Wholesale &
Distribution



Location

New Zealand

Greentree product suite

Financial Management
Supply Chain & Distribution

Customer Relationship
Management

Manufacturing

Workflow

eReporting

Human Resources & Payroll

Workflow

Business Intelligence

Greentree Secure

Partner

Endeavour NZ

ERP SYSTEM IS A MODEL FOR OTHERS

Mazda New Zealand and Greentree lead the way in auto parts management.

CHALLENGE Mazda needed a parts distribution system that could handle many thousands of constantly changing parts numbers, and deliver parts efficiently to its dealer network.

SOLUTION Greentree enables Mazda dealers to check parts availability (both within NZ and internationally) and order them online. It also handles huge daily database updates from Mazda Japan.

RESULTS Greentree comfortably processes thousands of parts orders; speed and reliability is ahead of the previous system, with plenty of room for future expansion.

“We’ve now got a lot of new features through Greentree that we didn’t have before – we’re in charge of our own destiny.”

Brett Todd is the National Parts Manager for Mazda New Zealand, serving a nationwide dealer network of 47 outlets. With thousands of Mazdas on the road, both NZ-new and used imports, there are thousands of spare parts that have to be listed and stored for quick dispatch.

What’s more, car parts are constantly evolving, through both engineering and supply changes. A single part can be superseded by several others, or several parts can become one. In each case, a new part number is assigned. Picture this happening

every day, with a worldwide database of more than a million parts.

“The tracking of this information is critical to supplying the customer with the right part at the right time for the right vehicle,” explains David Hodge, Mazda’s CFO. “If you get it wrong, it could be a disaster.”

“You have to be on top of it and your systems have to be able to cater for it,” adds Brett.

Filling a big empty space

Mazda had previously shared a parts management system with Ford, but when ties were severed between the two companies, Mazda NZ followed

Watch feature video at
www.greentree.com/videos



Brett Todd, National Parts Manager
Mazda New Zealand

“It didn’t take our dealers long to get comfortable with Greentree because it’s so intuitive.”

its Asia-Pacific counterparts and opted to build its own system. They had five months to turn an empty building into a warehouse, train staff to manage it, and implement a business system that would fit their special needs.

Greentree was a natural choice for distribution, since Mazda was a long-time user of its Financial Management. It had to be able to import those big parts files from Mazda Japan – a task for Greentree Partner Endeavour Solutions.

“Mazda Australia warned us that we would need specialists to analyse those files and they were going to be a headache,” David recalls. “They contain lots of data, order confirmations, product information,

pricing updates, shipping information and much more.”

Endeavour set up Greentree's Data Import Manager to handle those incoming files from Japan, and worked with Mazda to make Greentree Webstore an efficient ordering tool for Mazda dealers nationwide.

“It was a really collaborative effort,” David says. “We’ve been a Greentree customer since 1999 and our relationship with Endeavour is one of absolute trust. We knew they could deliver what we wanted, and they did.”

“Getting this wrong could have had a huge financial impact,” says Brett. “We’d never had to do a project like this before, creating a warehouse from the ground up. Without the teamwork involved throughout, it would never have succeeded.”

Live global parts view

Greentree integrates with a specialised warehousing system and the inventories in both are updated simultaneously as new parts are scanned into the database. As parts are dispatched to dealers, Greentree processes the invoices and is on the alert for any needed re-stocking. Through Webstore, dealers are able to replenish their stock requirements with parts sourced from Japan, South-east Asia and Australia.

Mazda’s parts distribution system today enables best work practices and further business development that will enable even stronger growth.

“With the help of Endeavour’s knowledge and experience, we believe we’ve created a distribution product that can be a model for the automotive industry and for other businesses,” Brett says.

“Our key indicators show that we’re performing better than ever,” adds David.

“We’ve now got a lot of new features through Greentree that we didn’t have before – we’re in charge of our own destiny.”

Mazda also made a point of getting its dealers acquainted with the new system. They welcomed the opportunity to state their requirements, and the result is total dealer buy-in.

“It didn’t take them long to get comfortable with Greentree because it’s so intuitive,” says Brett. “If you can place orders with Amazon.com or any other online shop-style website, you can place orders with us.”

Great implementation recognised

Endeavour learned a great deal from the project as well. It won the New Zealand Implementation of the Year prize in the 2014 Greentree We3 Awards. In its award nomination form, Endeavour referred to the “Mazda Methodology”, which it believes can be applied to other complex projects. This involves “layering” new complexities and controls as the customer becomes more familiar with the use of their system. The philosophy bodes well for Mazda’s continuous improvement strategy.

“We put a lot of pressure on Endeavour,” says David. “It was a leap of faith, but it paid off.”

“To get a project like this going you need to have the right people and the right mentality, and you can do anything,” adds Brett.



Since 1972, Mazda has been offering New Zealanders a range of innovative and lifestyle vehicles. From its base in Hiroshima, Japan, the Mazda Motor Corporation manufactures a diverse line of passenger cars and commercial vehicles.

www.mazda.co.nz

endeavour

Since 1986, Endeavour has worked closely with our customers to determine the improvements their business needs. We tailor and modify the business software to enable these improvements and make sure they’re implemented effectively. And because no two businesses are the same, we’ll work in close partnership to achieve a successful outcome.

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We are unashamed technology and business buffs; fanatics; addicts. Call us what you will, we have one obsession: building the best business software. Greentree is today’s ultimate business painkiller and multivitamin, that in 10 years time will still be the best performing business software.

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