

Business Drivers

- > Replace Unreliable System
- > Gain End-to-End Business Efficiencies

JANOME

Profile in Brief

- > AU Division of global sewing machine leader
- > Sells to Spotlight, Costco, Kmart, Harris
- > Scarfe and other mass merchants, as well as independent dealerships
- > Headquartered in Tokyo, Japan with global divisions in the US, Canada and more than a half-dozen other locations

Global Success Influences ERP Selection

Janome Australia is the number one sewing machine company in Australia, and a division of the largest, most respected sewing machine manufacturer in the world – Janome Sewing Machine Co., Ltd.

With 3,500 employees worldwide and operations in 100 countries, the Janome brand is known for quality products that give home sewists the innovative and easy-to-use tools they need to set their creativity free. With five locations throughout Australia, and operations in New Zealand, Janome Australia is proud of its 50 per cent market share and a customer base that includes some of the region's most recognisable mass merchants, and hundreds of independent dealerships.

In 2007, Janome purchased the Elna brand of sewing machines. The international acquisition had an impact on Janome's global business, including increases in its number of dealerships, retail partners, and order volumes.

Prior to Janome's amalgamation with Elna, the Australia group was in the process of investigating a new software solution to manage its business. While only a few years old, its then-current software package was unreliable and plagued by system inaccuracies. Miscounts in inventory and sales orders were causing significant problems. And the company needed to manually correct errors to keep its business data accurate and in sync. During this time, the company's management team began a search for a new ERP solution. After considering many of the best known ERP providers, Janome Australia placed Apprise on its short list.

Perfecting the Supply Chain for Perfect Order Fulfilment

The Apprise® ERP solution from Apprise was already successfully deployed in the company's US and Canada subsidiaries. And the integrated ERP application came highly recommended by Janome's managing director who had seen Apprise ERP in action in North America. After researching competitive software solutions, the ERP project team confidently awarded the contract to Apprise. With its singular focus on companies that manufacture and distribute consumer goods, the selection team knew Apprise would be a good fit for its Australia operations.

Janome Australia imports sewing machines from manufacturing plants located in Japan, Taiwan, and Thailand. Importing functionality, including robust container building features, enables Janome Australia to allocate shipping expenses, including duty, customs fees, freight, taxes, harmonisation codes and other landed costs, by product, unit, volume, weight, supplier or location. With full visibility into Janome's end-to-end business, team members are able to track shipments en route from Asia to the company's Melbourne-area distribution centre.

After Janome implemented Apprise ERP, the company's accounting, inventory and sales data were brought back into sync. And team members gained confidence in the numbers again.

"Moving onto Apprise ERP automated our processes and increased our productivity," said Karin Peters, Accounting and Administrative Manager. "Credit and collections tools within Apprise ERP make it easier for us to control our outstanding debt, enabling us to decrease the provision for doubtful debt for three years in a row. Our order entry and accounting group is more efficient than ever, with fewer internal resources. And reporting for Australia and New Zealand is easier too."

Business Impact

- > Warehouse Efficiencies
- > Automated Operational Processes
- > Streamlined Credit Management
- > Improved Reporting

"Apprise ERP has everything a consumer goods business needs... Our business increased significantly, but we didn't need to increase our headcount because we were all working more efficiently. We've been very pleased with our implementation."

*-Ray Thompson
Mgr-Warehouse & Logistics
Janome Australia*

With the previous systems' inaccuracies resolved and supply chain best practices now in place, Janome was able to refocus its energy on perfect order fulfilment to get the right product, quantity, documentation, and cost to the customer, at the right time.

End-to-End Process Improvement & Reliability

"We've had great success in inventory and great success in speeding processes," said Ray Thompson, Manager-Warehouse & Logistics. "With Apprise® ERP, our processes are more efficient and we ship goods a lot quicker."

Apprise® Wireless Warehouse enables Janome Australia to attain significant efficiencies in the warehouse with wireless guns used during its scan and pack process. During the final steps of the fulfilment process, workers use wireless guns to scan orders on the way to the shipping dock. The guns capture unique serialised product codes and product numbers, which are then transmitted to a printer where a shipping label is automatically created and printed.

"We can track which goods are shipping to which retailers by capturing the serial number and archiving the data in our system," said Thompson. "The shipping label that's created contains a consignment number and box number that are used for warranty purposes, in the event a customer returns an item and we need to issue a credit."

Other efficiencies in the warehouse include integration with popular shipping interfaces including Toll, BlueStar and Australian Air Express. With the integration in place, Janome now has multiple shippers to choose from, enabling the company to consolidate shipping with one carrier to optimise bulk rate savings and improve customer service. And automated label creation eliminates manual key entry during the shipping process.

Like other consumer goods companies that do business with mass merchant trading partners, Janome Australia is required to transmit and receive order data electronically with Kmart, Harris Scarfe and Spotlight. Electronic data interchange (EDI) is integrated directly within Apprise ERP for seamless processing, scheduling, exception reporting and archiving. So Janome no longer requires a third party to manage EDI compliance. Janome Australia also utilises EDI mapping services from Apprise. With the Apprise team in charge of map creation and changes, Janome Australia is able to focus its resources on other day-to-day processes that drive supply chain efficiency and profitability.

"EDI is good for stock control," said Thompson. "Executing orders through EDI eliminates errors and helps us to be more efficient. And Apprise ERP allows us to meet other customer requirements such as cross docking and SSCC labels."

From a credit management perspective, Apprise helps Janome Australia manage collection tasks for hundreds of independent dealerships. Credit management features within Apprise ERP include automated hold tools that freeze accounts that have exceeded credit limits. Once a hold is placed on account, the sales team makes a decision to either release the hold or take further action to collect funds due.

For Thompson, reporting within Apprise ERP helps him assess Janome's current business status. An inventory status report that Thompson runs on a weekly and monthly basis tells him where Janome stands on back orders, on orders, monthly uses, cost of items and more. The inventory status report is Thompson's lifeline to know what products to order and in what quantities.

JANOME AUSTRALIA CUSTOMER CASE STUDY

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"Apprise® ERP give us more reporting options," said Thompson. "I can run history any way I like, in 3-, 6-, or 12-month buckets. I also have more options to filter data with supply codes and other intelligence. It makes life a lot easier."

Whether they are conducting business in North America or down under, Janome divisions around the world trust Apprise as a proven partner. As the company's preferred system in North America and Oceania, executives who move from division to division have embraced the software as a way to improve efficiencies, gain visibility into the supply chain, and for its ease of use.

"Apprise ERP has everything a consumer goods business needs," remarked Thompson. "Australia went live with Apprise ERP around the same time we amalgamated with Elna. Our business increased significantly, but we didn't need to increase our head count because we were all working more efficiently. We've been very pleased with our implementation."



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