

= exact



Atkins and Exact



Exact has given us the platform to exceed targets, delight customers and expand the business."

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ATKINS LAUNCHES ANZ OPERATION WITH SUPPORT FROM EXACT GLOBE



Atkins Nutritionals is a global organisation, dedicated to weight management and healthy living through the promotion of the Atkins Diet and wholesale distribution of a nutritional product line in more than 30,000 retail outlets throughout the world.

With the implementation of Exact Globe at Atkins ANZ, the business has the right platform to support its growth and accommodate the complexities of their logistics process. The solution has brought a number of key business benefits:

Flawless flexibility and customer focus

Atkins serves a wide variety of customers, each with a diverse set of needs, buying patterns, expectations, terms and conditions. The supermarket giants purchase large packs in high volume, but the small health stores purchase lower quantities of smaller packs. Pricing and discounting structures are therefore decided on a case by case basis. Further adding to the complex pricing conundrum are the diverse demands of distribution. Atkins also supplies franchises with over 100 locations nationally. In such cases, the account is dealt with at head office level, but distribution is heavily fragmented. Sullivan comments, "Exact provides sophisticated profiling abilities, so that every single customer is serviced with efficiency and treated like a VIP. Without a centralised system in place, it would be a nightmare trying to manually coordinate

everything." Furthermore, Exact Globe has integration flexibility with third party software, providing maximum adaptability and convenience. In this case, Exact has been configured to integrate with third party warehouses, allowing seamless communication of new requests for stock dispatch.

The international nature of the business called for a solution like Exact, to handle multiple currencies across multiple jurisdictions. Atkins ANZ reports into international HQ in Amsterdam, however the Global HQ is based in Denver, Colorado – therefore Atkins needed a solution intelligent enough to provide seamless pricing and business reporting across several currencies. Supported by Exact, the US, Netherlands and Australian teams have access to the latest financial figures in their local currency, as and when they need them.

Optimised stock control and waste reduction

The eloquent batch tracking capabilities of the Exact solution empowers the team at Atkins to quickly identify and respond to problem batches, eliminating potential



damage to brand reputation. At the click of a button, products can be categorised, located and monitored – whether in the warehouse or in transit. Sullivan adds, “The ability to know where every single product is, at any one time, is invaluable to a business such as ours.”

He adds, “Thanks to superior tracking abilities, we also save money on surplus stock levels and products that go to waste because they’re past their expiry date. We’re also in a position to know exactly what needs ordering and when. This way, we’re providing our clients with a reliable service and on-time delivery.”

Excelled productivity and sales growth

The powerful automation capabilities within Exact have eliminated unnecessary administration, paperwork and manual data entry. Sullivan comments, “Staff members across the business are supported with a superior software solution that enables them to simply get on with their job. They’re kicking goals, working productively and enjoying the ability to focus on their core role. We save around 10 hours a week in man hours – that’s 500 hours across the year, or two months solid work!”

Additionally, each member of the team can access Exact from anywhere, 24x7. Working remotely has enabled staff to work productively and in a way that suits them. Staff members are happy and the Atkins team is a thriving hub of activity. On the sales front, customer data can be sliced, diced and analysed using a myriad of search criteria, making it simple to identify star performers, weak spots and areas for improvement. Sullivan says, “The right data is critical to the growth of Atkins in Australia and New Zealand. Exact helps us spot where we’re doing great, where we’re doing OK and where we need to do better. This is business gold.”

In terms of cash flow, Exact has provided Atkins with an automated, highly efficient invoicing process that ensures invoices are issued without delay. Aside from saving hours in man hours, the finance department is empowered to keep tight rein on incoming payments and maintain healthy levels of cash flow.

Critical data integrity

The complex, high-volume nature of the Atkins business exposes it to costly human error. Exact eliminates a significant amount of manual data entry and therefore dramatically reduces the risk of

THE CHALLENGE

In 2008, Atkins expanded its International business operations into Australia and New Zealand. Today, Atkins products are distributed through large retailers such as Coles and Woolworths, but also smaller retailers too. To launch successfully, Atkins needed a software solution that would support a complex business model and their demanding needs around data accuracy and advanced reporting. Exact software had been successfully adopted by the business in Europe and Atkins were confident that it would serve the new business unit, just as well.

THE SOLUTION

Exact Globe was implemented at Atkins ANZ, providing the startup business with a centralised platform for a highly efficient and automated operation. The team also decided to add-on the EDI (Electronic Data Interchange) module, to further enhance their capabilities, supercharge efficiency and ultimately deliver a premium customer service.

THE HIGHLIGHTS

- **Elegant batch-tracking for accurate stock control, quick response and minimised wastage**
- **Powerful customer clustering capabilities**
- **Cross-currency business reporting in Euros, US dollars and Australian dollars**
- **Fully automated customer pricing and invoicing**
- **Intricate financial tracking and reporting**
- **Ability to run complex system queries, based on a myriad of criteria**
- **Advanced customisation abilities to meet complex distribution requirements**
- **Single view of each customer, supporting easy categorisation, segmentation and reporting**
- **Centralised storage of data, accessible anywhere and anytime**
- **Tiered system access, in line with roles and responsibilities.**

costly mistakes. Financial reporting is upto- date, accurate and delivered on time, in the right currency, to the right internal stakeholders. The highly customised security features of Exact also enable Atkins to restrict system access that's not relevant to other teams. That way, the company's financial position and other such sensitive information is kept for the relevant eyes only. Sullivan says, "With Exact, we know our numbers are just that. Everyone gets the access they need to do their job, we have confidence that we're invoicing customers the right amount and we know that the figures we're reporting to HQ are accurate down to the last cent. With such data integrity, we can properly plan, forecast and deliver on our goals."

A platform for the future

As Atkins continues to grow, Exact will continue to provide the business with a reliable, intelligent and flexible solution that can scale up with the business. Plans currently exist for the implementation of the EDI module in New Zealand, to further advance the business in this territory.



Thanks to Exact, we save countless hours and dollars. We run our unit with high levels of efficiency, eliminating unnecessary manual work, time delays and human error. Our reporting is accurate, our staff are happy and our centralised systems enable us to provide our customers with a first-class service. Just brilliant!"

Facts

Name of Organization	: Atkins Nutritionals, Inc.
Line of business	: Diet Products & Education
Number of employees	: 6 (plus support staff in Holland)
Number of Exact users	: 6 locally, 24 globally
Exact solution	: Exact Globe and EDI
Implementation time	: Prompt payment, efficiency and reduced stock write-off
Financial benefits	: 9 months
Annual time saving (man ours)	: 500 hours
Total investment	: 75,000 euros. Annual license fee 3,000 euros
Website	: www.atkins.com