

CUSTOMER SUCCESS

Sage puts a  
new spin on  
global integration

*Sage X3 streamlines logistics  
for leading cricket ball manufacturer,  
Kookaburra Sport.*



Kookaburra Sport is the world's number one manufacturer of cricket balls. Its locations in Australia, New Zealand, India, and the U.K. all worked on separate platforms leading to inefficient management silos and duplicated effort. Implementing Sage X3 has streamlined operations and paved the way for future growth.

Based in Melbourne, Kookaburra has 160 employees and produces between 600,000 and 700,000 balls a year, including a series of field hockey balls. Its products are particularly popular in Australia, India and the U.K.

Established in 1890, it is a 100% Australian family-owned and family-operated global business trading in both cricket and hockey internationally. The company predominantly sells its products via existing retailers and through leagues and associations in over 50 countries worldwide.

Company

**Kookaburra Sport**

Location

**Melbourne, Australia**

Industry

**Manufacturing, Sporting Goods**

System

**Sage X3**

Release

**Version 11**

Partner

**CitySoft Consulting  
Datalinx Computer Systems**

### **The challenge**

Kookaburra's four locations all had completely separate platforms which were outdated and overdue for renewal. This siloed way of working caused time-wasting duplication of effort leading to business inefficiency.

"Somebody would do something here in Australia and then somebody would do the same thing in the U.K., then the same thing in New Zealand, and the same thing in India," says Damian Burke, Global CFO of Kookaburra Sport. "We did not have any scanning technology in the warehouse and didn't even have any location codes. We had to continuously track paper invoices. There was also confusion as we would have the same SKU with different product codes because, for example, in the U.K. the packaging might be different, and this made it impossible to produce sales and production analytics."

Kookaburra found it problematic to get accurate and timely stock information into the rest of its systems. It needed seamless integration with its ERP systems and multi-country implementations. It wanted not only a warehouse and logistics solution but also a solution for its back-office systems.

Because it has a small IT team, Kookaburra was also looking for partners who could really understand what it was trying to achieve, then implement the right solutions incorporating multi-company, multi-country, and multi-currency functionality. It needed a solution that could reside in the cloud and provide stable 24/7 accessibility to all its locations.

**"The processing and paperwork for big orders was taking up to 90, 100, 120 minutes. Working with Sage X3, it takes five, six minutes or even less."**

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Damian Burke, Kookaburra Sport

### **The solution**

Burke describes the requirements they looked for: "There were a number of things that were really important to us, and one of the main ones was to have a solution that could handle multi-currencies in multi-countries. We can now do that, and we have also achieved the second aim of putting data in the cloud to have it accessible to our international locations, 24/7."

Kookaburra contacted Sage business partner CitySoft Consulting which analysed how it could transition the company from its old DOS systems onto a modern platform that would make a major contribution to profitability and efficiency.

"We looked at the Kookaburra requirements and matched them against products from Sage with all the functionality that a multinational company requires," says CitySoft Consulting Marketing Director, Ian Hill.

The chosen platform was Sage X3, a software suite that includes integrated functionality for financial management, sales, customer service, distribution, inventory, manufacturing, and business intelligence.



At Kookaburra, it was implemented along with a warehouse management system from Sage ISV partner Datalinx Computer Systems. Datalinx provides additional functionality to manage business processes from the moment the product arrives, through all transactional movements to packing and dispatch. The Datalinx system embeds itself inside Sage and provides all areas of the business with live, real-time information resulting in optimised processes and increased efficiency. "One of the big changes I've seen is that we actually illuminate the warehouse," says Melvin Fletcher, Managing Director at Datalinx Computer Systems. "Now, people in the warehouse are connected all the time. They know what is going on and people in the sales and invoicing offices also know what is going on."

CitySoft Consulting also helped put in place an Electronic Data Interchange (EDI) integration solution from Sage ISV partner, MAPADOC, and an eCommerce solution from XM Developments.

MAPADOC EDI processing software seamlessly integrates with Sage X3 to unlock the information required by retailers and double check documentation. It combines EDI standards with the information held in the Sage solution to ensure that all incoming and outgoing documents are accurately generated. MAPADOC sits inside the Sage solution, quickly pulling in and pushing out documents and reducing errors by replacing manual operation with automated processes.

"Because our first stock-take was such a big project we had allocated four days for the implementation, but by 2:00 p.m. on day one, we were done. I've now been told that we do not need to do full stock-takes because the warehouse is tidy," says Burke.



**The bottom line**

For Kookaburra, Sage X3 continues to prove itself a worthwhile investment. “One of the things that Sage has enabled us to do is to eliminate our fragmented systems and bring everything back to a single source of truth,” says Burke.

One area where Sage and Datalinx have exceeded Kookaburra’s expectations is in the productivity of the U.K. warehouse. Burke explains: “Looking at some of our bigger orders, just the processing and paperwork in the background was taking up to 90, 100, 120 minutes to get everything through. Now that cycle, working with the Sage X3 system, it takes them five, six minutes—even quicker than that.” If someone is preparing a quote, the necessary information is there almost instantly, whereas previously it could take up to three or four weeks.

“We were amazed at the extent of the improvement in just that one area,” says Burke.

**The future**

Kookaburra has recently announced a merger with Burley Sekem, which makes Australian Rules footballs. The move will see the strengthening of the Australian sporting goods and apparel industry with the consolidation of 240 years of experience into one operation. It will also ensure these two pillars of Australian and world sport remain Australian-owned and continue to employ more than 170 Australians in addition to its operations offshore.

The merger offers exciting opportunities for expansion, and this will rely on the strong business foundation provided by Sage and its ecosystem of partner software.



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