

Reducing admin and improving operations

Case Study: How an Australian-based seafood supplier set their business up for growth



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wiise.com

1300 191 222

Email hello@wiise.com

Seafood distributor experiencing growth

A little bit about Pro Seafoods

Pro Seafoods is an international seafood company, supplying ethically-sourced, environmentally friendly and sustainable seafood.

With over 30 years of experience in the global seafood industry, Pro Seafoods works with top domestic and international producers. They supply and market premium seafood products to major seafood retailers and wholesalers across Australia.

Pro Seafoods was struggling to keep up with the admin involved in a distribution business. They were adding more product lines to meet their growing customer base.

Without the right systems and processes in place, managing the growth was complex.

They needed a better solution.

Company: Pro Seafoods

Year founded: 2014

Industry: Seafood retailer

Type: Importer, exporter and distributor



Meet Amy, Chief Operating Officer

As the COO at Pro Seafoods, Amy played a key role in the decision to transition to Wiise. We chatted with Amy to understand why Pro Seafoods chose Wiise and how Wiise has helped their business.

Growing complexity, growing challenges

New products, more sales

In 2014, Pro Seafoods were running a pretty straight-forward business. They had two successful, seasonal product lines and were managing most of the business on Excel spreadsheets.

In a short period of time, Pro Seafoods started to grow and gain more customers. They were eagerly looking to diversify their product line and expand their operations nationally. But as they added more product lines to their offering and sales continued to increase, they had to manage more manual administration.

Struggling to keep up

As Pro Seafoods grew in complexity, they saw their internal processes and number of spreadsheets grow too. They wanted to add more product lines, but as they did, everything became harder to manage.

“We brought in more sardines, prawns, soft shell crab, we started to work with more fisherman which meant we had more boats to manage. At the time, we were managing around 800 to 900 tonnes of product. And with the expansion of our product line, we needed more hands on deck to help run the business,” said Amy.



Pro Seafoods were spending more time updating spreadsheets and managing multiple emails — it was extremely hard to keep track of. Because everything was manual, there was also the risk of human error.

As Amy highlighted, “It was easy for orders to be missed or invoices not to be raised. This meant we were blind – and couldn’t really see the potential risks in the business.

We had to hire more administration staff to help manage the manual workload. This meant we had four full time admin – a cost that was very high just to keep the processes going...”

Key challenges faced

- No accurate visibility on stock
- Processes prone to human error
- Not being able to track orders and deliveries
- Not being able to manage imports
- Missing orders and invoices

Ticking all the boxes

Pro Seafoods needed a system that would allow them to grow, so they could focus on profit, their customers and their products.

They had four key requirements. The ideal was finding a solution that could manage their entire supply chain, goods and customers in one place. To be able to streamline processes. And to minimise errors and increase efficiencies.

Based on their business complexity, they knew that basic accounting software would not meet their needs. They needed enterprise-level functionality to manage accounting, inventory and vendors, and a system that could handle large volumes of transactions.

Pro Seafoods looked at a number of solutions in market. From Netsuite to Business Central. They found Wiise to be the perfect fit.

“We wanted to move away from managing our entire stock on spreadsheets”



Amy, Chief Operating Officer

✓ The team

By taking time to understand how Pro Seafoods operated, Amy felt supported by the team and confident she was making the right decision. As Amy said, “The team completely understood our business. They made sure they looked at the way we manage our business and then showed us how we would do the same processes in Wiise.”

✓ Microsoft Office integration

Being able to work with their everyday tools meant Pro Seafoods could quickly learn how to use Wiise and speed up daily tasks. “We loved the Microsoft Office integration as we used emails everyday so now we could manage our customers, orders, invoices directly out of Outlook,” said Amy.

✓ Landed cost

Wiise’s landed cost module was a key differentiator, letting Pro Seafoods quickly calculate the true cost of their imported goods. As Amy mentioned, “We also needed a landed cost module which Business Central didn’t have out of the box.”

✓ Subscription model

The other factor came down to subscription pricing, which gave Pro Seafoods greater financial flexibility. “By having a subscription based model, it meant we could look at it as an operating expense and it wouldn’t impact our overall CAPEX,” said Amy.



Business as usual

The goal was to streamline processes and manage operations effectively. Wiise did just that. Processing each sale used to take an hour — it now takes 15 minutes. They're saving time from previously managing large sales volumes, and have sped up their processes. Plus, the familiar Microsoft interface meant the transition was easy - it felt like business as usual.

"Now that everything is in Wiise, we don't need to re-key information all the time."



Amy, Chief Operating Officer

They no longer needed two full time admin roles to process orders, invoices and do follow ups. This meant they could take the extra headcount and reshuffle them into a marketing and sales role.

No longer needing to do process heavy and tedious tasks, one person was now able to focus on growing, marketing and promoting the business and the other on managing vendors, suppliers and orders. Something Pro Seafoods had always aspired to do as part of their growth strategy.

Benefits for Pro Seafoods

- ✓ Streamlined processes and improved overall efficiency
- ✓ Can now manage whole supply chain in one hub
- ✓ Better customer service by being able to see all the right information at the right time
- ✓ Easily managing seasonal product lines, with real-time insights into selling patterns and forecasts
- ✓ Able to focus on overall strategy by reinvesting headcount into areas of business growth
- ✓ Not missing purchase orders, with more staff to manage
- ✓ Quickly calculating the real cost of inventory with landed costs

Get in touch today to find out more.

Email hello@wiise.com

Further reading...

[Capital Transport Case Study](#)

[Outgrown Xero? The E-Book](#)

[5 Reasons Why Successful COOs Are Choosing Wiise](#)

[How To Future Proof Your Distribution Business](#)

[What To Look For In ERP Software For Multi-Entities](#)

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