

## Tackling the paperwork war

WHEN ABC SOFTWARE LTD STARTED WORKING WITH FERN RIDGE FOUR YEARS AGO GENERAL MANAGER HAMISH DAVIS WAS SPENDING HIS WEEKENDS TROLLING THROUGH A MOUNTAIN OF PAPERWORK.

Nowadays his weekends are free and his systems are so efficient he can trace an apple from the orchard to the marketplace at the click of a button, and it's all thanks to ABC Software Ltd.

Established in 1995, *Fern Ridge* supplies primary meat and produce, seafood, dairy products to customers throughout the world.

Hamish Davis says as an exporter of top quality products it is vital to be able to track products from source through to the final destination.

"When we first started working with ABC Software Ltd we were growing rapidly and needed an effective database system we could rely on and that would cut down the need for mountains of paperwork," says Hamish.

He was impressed with how the team at ABC Software Ltd got to know the business and were able to develop a database programme specifically for their needs.

"We are not computer people and the team at ABC Software Ltd were able to explain everything in layman's terms and were pro-active in recommending what they thought we needed."

Hamish admits he could have bought an off the shelf system, but says with a customised software package they have been able to have it designed specifically for their business which has led to significant improvements to information flow.

"All our systems now talk to each other so we can input data and produce reports that allow us to keep a close eye on the business as a whole, from the source to shipping movements to payments to growers."

"Manually there is room for error and often things are hard to trace but with our integrated database system we can keep everything tight and tidy.

Hamish Davis says the peace of mind coupled with the major efficiencies gained means their customised system has well and truly paid for itself."

**Hamish Davis, General Manager  
FERN RIDGE LTD**



*It's our job to make yours easier.*