

## Kiwi know how working in Australia

ABC SOFTWARE LTD HAS BUILT A TAILOR-MADE SOFTWARE SYSTEM THAT'S BECOME THE CONTROL CENTRE FOR THE AVOCADO OPERATION OF WESTERN AUSTRALIAN COMPANY ADVANCE PACKING AND MARKETING SERVICES (APMS).

In 2008 APMS opened a state-of-the-art 4500sqm pack house four hours south of Perth, which processes thousands of kilograms of fruit from 29 avocado growers throughout Western Australia.

APMS directors Wayne and Jennie Franceschi struggled to find a software solution until they heard about kiwi company ABC Software, who had developed a solution for Mr Apple, New Zealand's largest apple grower, packer and exporter.

"Our pack house design consultant had been in pack houses around the world and he said the Mr Apple system was the best he had ever seen," says Jennie.

Now APMS has SAM, a system they can rely on which is maximising both business efficiency and profitability. SAM allows effective management of avocados from the orchard to the pack house, onto the market and through to customer invoicing and grower payments.

Jennie says SAM gives APMS full traceability of its fruit.

"If we have problems with a batch we can easily trace it right back to the particular paddock it came from, saving us time and money."

"After storms at Christmas we were able to trace a few trays of problem fruit on a specific pallet so only claimed for a few trays of spoiled fruit rather than an entire pallet of 144 trays which would have cost us thousands of dollars," says Jennie.

Previously during the peak of the season APMS has had at least one staff member manually entering all the data but that hasn't been needed since SAM has been installed.

"We've just finished our first season with SAM and can't believe how much time it's saved," says Jennie, "we've had weekends during the season for the first time in 15 years! We've felt guilty because we have had so much spare time not having to manually process everything."

Wayne and Jennie are positive ABC Software's solution provides the full functionality they were looking for and has also future-proofed their business.

"After seeing SAM operate so effectively in the first season we have no doubts we made the right decision and we're excited about the future."

**Wayne and Jennie Franceschi, Directors  
APMS**



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