

## Overview



**Company**  
Wilson Consumer Products Limited

www.wilson.co.nz

**Industry**  
Distribution

**Customer Profile**  
Wilson Consumer Products undertakes sales, marketing and distribution of more than 5000 consumer products to volume outlets such as supermarkets.

**Business Challenge**  
Seeking to maintain its position as a successful leading edge marketing and distribution firm, Wilson Computer Products sought a solution that would improve order processing efficiency, improve data accuracy and customer service.

**Solution**  
Flow incorporates three business applications into one system, as well as enabling enabled EDI with its trading partners.

- Benefits**
- Vastly reduced order entry time
  - Full data reliability
  - Reduced administration overhead

## Integration Case Study

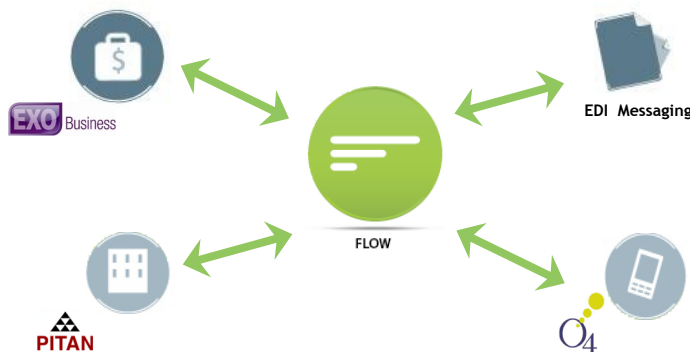
“It used to take 2 days to key in orders; with Flow it is down to 5 minutes... With Flow we know that data is 100% correct and there is no need to double check everything.”

**Ken John Hall**  
Finance & Administration Manager  
Wilson Consumer Products

Wilson Consumer Products Limited manages the sales, marketing and distribution of more than 5000 consumer products from world-renowned brands such as Hersheys and Guylian to volume outlets such as supermarkets.

Using Flow Software Wilson Consumer Products has integrated three business applications into one united system and engaged in EDI with its trading partners. As a result data accuracy has improved to 100% and time spent on processing orders and invoices has decreased enormously.

### Solution Architecture



### EDI Partners



*“Our experience with Flow was just outstanding and I kept coming back requesting further integration solutions.”*

*John Hall*

*Finance & Administration Manager  
Wilson Consumer Products*

### **Situation**

Wilson Consumer Products Limited is a successful leading edge New Zealand company that implements the sales, marketing and distribution of world-renowned brands to supermarkets and other volume outlets. The company distributes more than 5,000 consumer products from brands such as Hersheys, Guylian, Blistex, Just for Men and Australis. Wilson Consumer Products offers services of importation, supply chain management, key account/brand management and local marketing support, invoicing and reporting, in addition to field sales and merchandising; all of which is supported by modern IT systems to deal efficiently with trade customers.

### **Solution**

Initially Flow was used to integrate Wilson Consumer Products' master financial application, Exonet 6000, with its 04 Mobile Field Force Solution, used to manage its field operations using PDAs, and PITAN, a warehouse management system.

“And then it’s just escalated,” says John Hall, Wilson’s Computer Products, Finance and Administration Manager.

“Two years ago we incorporated every software package we used into one system, as well as engaging in EDI with our trading partners.”

“Our experience with Flow was just outstanding and I kept coming back requesting further integration solutions,” says Hall.

“Benefits to business? Huge. Just two examples... First - with trading partners, it used to take two days to key in orders and with Flow it is down to five minutes. Second - data consistency; with Flow we know that data is 100% correct and there is no need to double check everything.”

### **Benefits**

#### **Administration overhead slashed**

Time to keying orders has been reduced from two days down to five minutes, and double-checking has been eliminated.

#### **Customer service improved**

Zero data handling errors and faster service mean improved customer satisfaction.

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**For more information about Flow solutions for integration and EDI, call Flow today.**

#### **Flow Software Limited**

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