



Kalideck Optimises Embrace ERP for Growth and Competitive Advantage!

“Embrace ERP has directly enhanced our ability to grow and remain competitive in a tough economy. The speed with which we can react to customer demands and market changes has evolved us into a very agile business.”

Neelesh Kalidas - Financial Director - Kalideck



Embrace enables
Kalideck to
successfully



Industry Sector



The Challenge



The Solution



The Benefits

- ✓ Sell over 60,000 tons of paper per annum
- ✓ Process over 200,000 invoices per annum
- ✓ Make 800 deliveries per day throughout Southern Africa
- ✓ Manage a fleet travelling 2 million kilometres per annum

- Paper
- Packaging
- Graphics

- Track stock items and deliver within 3-4 hours of an order being placed.
- Unique reporting requirements
- Fast and cost-effective Bandwidth requirements
- Fully integrated, end-to-end, with no “bolt-ons”
- Automated Route Sheets and POD's

- Embrace end-to-end ERP Solution
- Integrated WMS with automated route sheets and POD's
- Integrated Service & Maintenance Contracts

- Reliable and cost-effective bandwidth
- 100% up-time
- Fast transaction input
- Consolidated real-time information for on-demand decision making
- Ease of customisation to meet unique business requirements

The Company

Kalideck is one of the largest distributors of traditional printing and digital papers in South Africa and offers a wide range of digital printing equipment, digital and litho consumables and packaging solutions.

The company provides logistics solutions to a wide range of industries and operates through sales and warehousing operations in all 6 major regions across Southern Africa.

Wiggins Teape, as Kalideck was first known, was the first company to implement the Embrace ERP solution, in 1986. *"Since then we have gone through several system upgrades, with Embrace constantly being enhanced,"* states Alwyn Miller – IT Director.

The Challenge

To address the diverse and unique requirements of the different divisions and sectors within the company, Kalideck recognised the need for a scalable, flexible and fully integrated ERP solution. A key requirement was the ability to report separately on the profitability of each segment.

For the large telesales team, really fast transaction input is critical. Salespeople need to check real-time stock status, create quotes and automatically convert these to sales orders, delivery notes and invoices. The system would also need to track all sales per salesperson and calculate commissions. With operations throughout Southern Africa, bandwidth requirements and their associated costs are a significant consideration.

Kalideck is Forest Stewardship Council® certified and the ability to provide traceability of the origin and chain of custody of their papers from source to end user is a key requirement.

To meet the Kalideck promise of delivering fast, high levels of customer service, system uptime needs to be 100% with full visibility throughout the supply chain.

Kalideck has a printer sales and service division, offering warranties and full maintenance contracts. They had no means of managing and measuring the profitability of each contract.

The Solution

To address these challenges and critical requirements, Kalideck implemented the fully integrated Embrace end-to-end ERP Solution.

Greater efficiencies

The distribution centres in Durban and Cape Town, as well as all branches are running on Embrace, from a central server, based at Head Office in Johannesburg.

"Today, the software is utilised by 230 concurrent users who apply the full force of all the Embrace modules, including accounting, sales, inventory management, WMS, Supply Chain, Service & Maintenance Contracts, CRM and ODBC solutions, to bring greater efficiencies to Kalideck," adds Miller, who particularly lauds the limitless functionality, robustness and reliability of the system.

"System uptime is 100%!"



Cost effective bandwidth

Embrace takes advantage of modern technology, with cost efficient hardware architecture. The Terminal Interface is lean, delivers high network performance and reliability, while keeping bandwidth costs to a minimum.

The integrated Embrace Sales Module gives sales staff instant and easy access to all the information they need when speaking to customers. Sales calls and activities are logged, existing quotes and orders recalled and new quotes entered. Sales staff can view current stock levels, with a breakdown of where the stock is being held and how much is available for their customers. Transaction input in Embrace is really fast, enabling sales people to service customers speedily and efficiently.

First company in South Africa to embrace a full WMS with RF barcode scanners!

Kalideck was the very first company in South Africa to implement a ground breaking full WMS (warehouse management system) with RF barcode scanners, enabling them to accurately keep track of every stock item, speed order turnaround times and meet their promise of a door-to-door delivery within 4 hours of an order being placed.

Increase warehouse productivity

With a large 20,000 square metre warehouse, stock takes were long, manual and labour intensive.

Embrace enabled Kalideck to streamline its warehouse operation and stocktaking procedures. The entire warehouse can be scanned in one morning, as opposed to an entire weekend, which is a huge cost and time-saving benefit.

Shrinkage has reduced and is now minimal. Embrace provides full traceability of all products as well as full documentation which is a requirement of FSC® standard.

“Warehouse efficiency and productivity increased and we were able to do away with our night shift!” continues Miller.

Automated route sheets & POD's

Embrace enables Kalideck to create load schedules, delivery manifests, routes and stop sequences, itemising the number of parcels and weight per invoice. The route optimisation and vehicle load balancing helps lower transport costs and increase productivity. Route sheets are used by drivers to obtain signatures for receipt of goods.



Instant Proof of Delivery Recall

Proof of delivery or collection and FSC® claims on invoices can be recalled at any time and sent to the customer, complete with signatures captured at the point of delivery. This indisputable proof of delivery has helped reduce customer delivery disputes and returns. Kalideck has been able to increase cash flow by reducing time between delivery and invoicing.

Manage and measure the profitability of each machine and maintenance contract

Kalideck has an equipment sales, service and repairs division and recently implemented the Embrace Service and Maintenance Contracts Modules to help sell, manage and control their maintenance contracts.

“ We have been able to reduce returnable equipment losses and gain greater business insights!

Alwyn Miller - IT Director - Kalideck



They are now able to track and monitor the profitability of each machine, with all printers and components being tracked by serial number. All parts, warranty work, outwork and labour are recorded against each service job enabling Kalideck to accurately measure the profitability of each maintenance contract. In addition, the numerous Embrace query screens have helped the Kalideck customer service division to experience a dramatic increase in efficiency.

“We have been able to reduce returnable equipment losses and gain greater business insight with advanced management reporting capabilities,” adds Miller.

The Benefits

"The biggest benefit is that we can customise our Embrace solution to meet all our needs and give us our competitive edge!"

Superior service and support

"Embrace Support is excellent and our account manager has made a huge impact on the business. He has become a well-respected and sought after member of our team, offering thought leadership, advice and overall, adding a lot of value," explains Miller.

Invaluable to everyday operations

Kalideck are so impressed with their Embrace ERP solution that they are assisting ACS-Embrace with client visits and welcoming other companies to their Selby Warehouse to demonstrate how invaluable Embrace is to their everyday operations. *"Embrace is world class with limitless functionality. Compared to other ERP solutions we looked at, Embrace is extremely user friendly. We are very pleased with the system and the users are happy,"* continues Miller.

Return on investment

He further explains how Embrace has paid for itself, many times over, in terms of access to real-time information, fast and efficient customer service, labour saving, productivity gains, operational efficiency, growth and profitability.

"ACS-Embrace has been instrumental in assisting us to streamline our business processes and consolidate financial reporting. Embrace provides access to consolidated real-time information for on-demand decision making and has been pivotal in the controls it provides from a financial and ledger point of view," adds Neelesh Kalidas, Financial Director.

"Another major benefit to Kalideck, is the drill-down capabilities of the ledger and the downloads into Excel," he continues.

"Embrace has been instrumental in assisting us to streamline our business processes and consolidate financial reporting."

Neelesh Kalidas - Financial Director - Kalideck

Increase cash flow

The streamlined debtors' module gives Kalideck the assurance that their client statements will be correct and delivered on time, electronically, ensuring prompt payment and increased cash flow.

"Embrace's flexibility, user-friendliness and open architecture have directly enhanced Kalideck's ability to grow and remain competitive in a tough economy."

"The speed with which we can react to customer demands and market changes has evolved us into a very agile business," concludes Kalidas.

