



**CUSTOMER:**  
Trapeze Associates Pty Ltd



**INDUSTRY:**  
Wholesale Trade, Pharmaceutical



**LOCATION:**  
Sydney, Australia



**PRODUCT:**  
Microsoft Dynamics NAV

“We had never been adequately trained by the initial installer of the system. When Enabling came on board, we needed training, plus customisation, screens, reports, and tables. We have built up a really good relationship with them. The team has worked well with us, is always available, and is extremely customer focused. That was one of the biggest changes in moving to Enabling.”

MICHAEL TRAVERS — DIRECTOR, TRAPEZE ASSOCIATES PTY LTD

#### THE SCENARIO

In the complex and highly regulated pharmaceutical industry, it is imperative that Trapeze is able to control its inventory and monitor shipments on an item-by-item basis. Trapeze has a limited IT budget and limited IT personnel. They required a solution that could be customised to meet very specific business requirements, but also easily used and affordable. It was also essential to have a reliable partner to perform modifications, integrate the product with other software, and get everyone up to speed with the programme.

#### THE REQUIREMENT

When Trapeze was created through a management buy out from Aventis Pharma in May 1999, it required an immediate solution to its management, inventory and marketing problems. As a relatively small company, the operation was very different from its former parent, so new software was essential to be put in place. The software needed to be able to handle a wide range of customisations; at the same time, it needed to be both easy to use and affordable. After looking at a range of possible products, Trapeze selected Microsoft Dynamics NAV. When the software was in place, they contacted Enabling to customise it and make it work for them.

Once Enabling entered the picture, the company was able to move forward with its IT agenda. “We wanted a partner that was able to think of us as an important customer,” says Director Michael Travers. “We’ve now been with Enabling for five years. We have an excellent relationship with them and they have been very responsive. They have done quite a number of revisions to NAV, including reports, look and feel of screens, and generally creating a system that works for us.”

Enabling initially took over the account in 2002, and immediately handled a number of items, including integration of Microsoft Dynamics NAV with another piece of software designed for analysis and reporting. Extensive customisation was required to meet the unique needs of the Trapeze operation. There was also a need to verify Health Authority licenses of clients handling certain pharmaceutical items, and overdue payment notifications, as necessary for operations in a diverse and international market.

#### ABOUT TRAPEZE

Trapeze Associates is an import and distribution company specialising in sourcing and supplying raw materials to the pharmaceutical, veterinary, nutraceutical and personal care industries in Australia and New Zealand. It was established by Giz and Michael Travers through a management buy-out from Aventis Pharma Pty Ltd in May 1999.

Trapeze continues to have close links with Aventis through its exclusive representation of its bulk active ingredients business in Australia and New Zealand. Trapeze also has exclusive representation with a further 30 major manufacturers and close sourcing relationships with a further 50 manufacturers around the world.

The business is headquartered in Bella Vista, NSW, Australia. It provides an ex-stock service through a network of Australian and New Zealand warehouses and is licensed to store and distribute a range of Schedule Poisons as specified by State and Federal Legislation. Product registration and compliance issues form part of the overall Trapeze service, ensuring optimal delivery time for importing new products into the Australian and New Zealand markets.

#### ABOUT ENABLING

Enabling is the recognised leader in the provision and support of business management applications throughout Australia and New Zealand, especially in the areas of technical and development expertise, solution design and long-term customer service. With offices in Melbourne, Sydney, Brisbane, Auckland, Wellington and Christchurch, we have both strength in numbers and depth of expertise to support organisations of all sizes and with a multitude of requirements.

## ABOUT MICROSOFT

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential. Microsoft Dynamics helps you automate and streamline financial, customer relationship and supply chain processes. Comprising several unique software products, Microsoft Dynamics works with (and like) Microsoft software you may already be familiar with – easing adoption and reducing the risks inherent with implementing a new solution.

## PRODUCT CHOICE

- Microsoft Dynamics NAV

In addition to the compliance aspects of this implementation, Trapeze needed to control its outsourcing network. This introduced additional complications, such as a third-party warehouse. All of this led to a requirement for fairly extensive customisations, particularly in the reporting area.

## THE SOLUTION

The solution selected by Trapeze was Microsoft Dynamics NAV. NAV is a business management solution that is easy to use and customisable. It is targeted at small and mid-sized organisations and provides a familiar user experience that resembles the Microsoft Office Suite. It provides a great deal of flexibility, and users can select only those functions that they need. It can operate with its own database system, or use Microsoft SQL Server. Areas supported are:

- Financial Management
- Manufacturing, Distribution,
- Customer Relationship Management (CRM),
- Service Management; and
- E-Business Solutions.

Customisation is a key feature. For Trapeze, this was critical.

## THE RESULTS

The impacts of implementing Microsoft Dynamics NAV are in management of the business. Trapeze is now able to manage its inventory more effectively and keep optimal stock levels. By implementing good management practices, aided by NAV, the company has been able to nearly halve inventory holdings since the business started. In the current economic climate, this is extremely important because currency fluctuations can make inventory very expensive.

Other areas of impact include the capability to maintain better control, and gain insights into the business. "Although payback is difficult to measure, there have been immediate results from implementing NAV," says Travers. "For example, we had a case where a company went into receivership, and because the controls were in place, we didn't suffer too much though many other businesses did."

## THE FUTURE

Trapeze has developed a strong relationship with Enabling that should last well into the future. The company has had excellent results from its Microsoft Dynamics NAV implementation, and is looking at integrating it further with existing software. It is also hoping to expand functions in areas such as cash flow.

Currently, an upgrade is in progress to the next level version, and Enabling is helping to ensure the customisations continue to function correctly; and provide training as required to keep Trapeze operating at peak performance.

"Now we are moving from Office 2000 to 2007," said Travers. "This seems like a good opportunity to upgrade the NAV system to keep the interface aligned with Office."

"Many other software packages tend to favour the accountant, this means that Sales and Marketing may not get the reports and functionality needed to run the business. Any financial package can provide the basic statements, but we wanted the flexibility to be able to add things, particularly to the sales area so that we could manage things better."

MICHAEL TRAVERS – DIRECTOR, TRAPEZE ASSOCIATES PTY LTD

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