



Pronto Software plants seeds of success for Heritage Seeds

Melbourne, 26 November 2008: Pronto Software, an Australian developer of enterprise software solutions, has inked a deal with Heritage Seeds, one of Australia's largest seed companies to roll out its flagship ERP solution, PRONTO-Xi to streamline the company's manufacturing operations.

Melbourne-based Heritage Seeds is part of the Royal Barenbrug Group which last year generated 212 million Euro in sales. A leading player in the agribusiness sector, Heritage Seeds supplies seed products including ryegrass, alfalfa and tropical and turf grasses to farmers across Australia through wholesale distributors such as Elders and Murray Goulbourn. It also exports to 50 countries globally and has a 70-hectare seed research facility.

Heritage Seeds will roll out PRONTO-Xi across its four branches nationally and has selected a full range of modules including Financials, CRM and Manufacturing. The company plans to go live in April 2009 in time for its peak Autumn season.

Heritage Seeds Finance Director Phil Poulton said PRONTO-Xi will drive greater efficiencies throughout its manufacturing operations.

"PRONTO-Xi will streamline and automate our manufacturing processes which are currently manual-based. With PRONTO-Xi, we'll be instantly alerted to low stock levels and know which materials need to be ordered in, which will feed into our back ordering process.

"Having an ERP solution that lets us forecast sales and monitor the performance of our branches at any time is vital for us so that we can plan more effectively. This is extremely important in our industry, which can be affected by unpredictable conditions such as drought or crop disease."

"We see PRONTO-Xi as being the spine of the business and the backbone of our decision-making. Ultimately our focus is our customers and PRONTO-Xi's CRM capability will allow us to be more responsive by having a single view of our customers and suppliers through completely centralised and easily accessible data.

Poulton added that Pronto's customer-focused attitude was another key attractor. "Pronto staff have been very supportive, giving us service with a personal touch – they were real partners in the process.

Pronto Software's Managing Director David Jackman said, "We are delighted to be working with Heritage Seeds as partners in their business success. In a challenging marketplace, companies are looking for ways to achieve operational efficiencies and accelerated return on their IT investment.

"With PRONTO-Xi ease of implementation and use, Heritage Seeds will be able to reap the benefits of an ERP solution fast, helping them maximise business performance and stay ahead of the competition," Jackman said.