COMVITA

UMF® 10+

Manuka Honey

UMF 10+

✓ UMF® level guaranteed
✓ Contains unique plant phenols
✓ Product of New Zealand

250 g

" Being an early adopter of Channel Islands UX has pushed Comvita ahead technologically."

Dan Waugh, GM Information Communications Technology (ICT), Comvita

COMVITA

SOURCE-TO-SHELF COMPANY LEAPS INTO THE FUTURE AS EARLY ADOPTER OF QAD CHANNEL ISLANDS UX

THE COMPANY: COMVITA

Comvita is a global natural products company in the health food industry committed to the development of innovative products, backed by ongoing

HIGHLIGHTS	
Company	Comvita Limited
Headquarters	Paengaroa, Bay of Plenty, NZ
Industry	Food and Beverage
Products	Natural Health
Solutions Utilized	QAD Cloud ERP and QAD Channel Islands UX

investment in scientific research. They are the world leaders in Manuka honey and fresh-picked olive leaf extract, which are at the core of the Comvita product range.

Comvita has four main product categories: functional foods, health care, personal care and Medihoney™. They sell into many countries through a network of Comvita branded retail locations, online (seven country specific e-commerce websites) and third-party outlets. They have over 500 employees located in New Zealand, Australia, Hong Kong, Japan, South Korea, U.K. and the U.S.

At age 63, founder Claude Stratford started making and selling a range of bee products from the basement of his home in Paengaroa. He was joined two years later by Alan Bougen, now Comvita's deputy chairman, and the two set out with a clear mission: "To improve people's health and wellbeing by using the power of nature."

THE CHALLENGE: COMPANY SUCCESS AND GROWTH CREATES NEED FOR BETTER INFORMATION SHARING STRATEGY

Comvita first became famous for their Manuka honey and they have greatly expanded both their product lines and distribution channels as the company has grown. Their drive for expansion

commitment to quality makes the ability to access and disseminate critical data to and from anywhere imperative for keeping their customers' trust in the integrity of Comvita's products.

"The core of Comvita's strategy is connection to the source," notes Scott Coulter, Comvita CEO. "We authentically, produce, grow, control and manage our supply chain. Probably the biggest challenge in our source-to-shelf model is that one day we're talking to a beekeeper in the field in a remote part of New Zealand and the next day we're with an e-commerce graduate, millennial in Korea who's talking about social media marketing — there's a great breadth of complexity when you're running a source-to-shelf model."

Comvita's expansion in retail markets has resulted in exceptional growth and increased need for access to critical data anywhere.

"QAD technology has aided our expansion particularly in Asia," adds Coulter. "Over 50 percent of our sales are now online. That's massive change over the last three to four years for us. Understanding who that customer is and being able to talk to them, is a critical part of our future success. Product innovation is a key part of our strategy but so is information technology. We were aware of the new Channel Islands UX project by QAD and we wanted in as early adopters."

THE SOLUTION: BECOMING AN EARLY ADOPTER OF QAD CHANNEL ISLANDS UX

Comvita had recently upgraded to QAD Cloud ERP which made them eligible to be an early adopter of QAD's new Channel Islands UX.

QAD's Channel Islands UX initiative provides Comvita an adaptable and device-independent user experience personalized for each activity and user to increase efficiency, simplify task completion and provide insight for decision-making.

Rather than simply replacing a user interface, the Channel Islands initiative offers Comvita an updated architecture for QAD Cloud ERP and related solutions resulting in a modern, UX with full support for mobility and the flexibility to support new user experience requirements as they arise.

Taking advantage of an API-based architecture, Channel Islands offers Comvita the option of using a HTML5 user interface that supports mobile access out of the box – which means Comvita's QAD Cloud ERP and related QAD solutions can run anywhere, anytime and on any device with a modern browser.

Channel Islands also takes the realities of Comvita's current and future business environment into account by providing a variety of native mobile applications. Some of the key capabilities of Channel Islands UX include:

- Secure access with a single sign-on using any browser

- Activity feeds that enable users to follow and receive information based on user defined criteria

- Drop and drag techniques for attaching any type of file to a record

- Integrated inbox messaging from within QAD Cloud ERP

- Streamlined usability with customizable activity feeds, menus fields and tabs

- Simultaneous access to multiple workspaces and programs

- Full browse search with drill-down and linking capabilities

THE BENEFITS: EARLY ADOPTION OF CHANNEL ISLANDS UX OFFERS OPPORTUNITY FOR COLLABORATION ON PRODUCT DEVELOPMENT

"Channel Islands enables our users to have access to an intuitive, attractive interface, to be mobile, and to work with the QAD application through a browser based platform," comments Dan Waugh, general manager of information and communications technology for Comvita.

"Through Channel Islands, our users can access more information and collaborate more effectively," continues Waugh. "We are a global company and it's really important for us to share information efficiently and effectively. Channel Islands enables us to do that through its social and collaboration features."

Some of the other benefits Comvita has seen with Channel Islands include:

- Time savings by providing a single place to enter data — no need to move between screens

- Increased user satisfaction

- Improved collaboration between departments — Users can easily view recent changes and updates to the data

- Streamlined transactions by connecting people and processes with full personalization

- Improved operations through a simple, intuitive interface and built-in collaborative activity feeds

- Added efficiencies leveraging mobile computing — The improved accessibility allows Comvita access from anywhere on any device

"Being in the early adopter's program gives us access to QAD's research and development team and that means we're able to have input into the product," comments Waugh. "Our feedback is taken on board, and we're able to trial and test the latest technology from QAD."

"It's good to feel like our input is impacting the product and it's development," Waugh continues. "We've appreciated the time that QAD has put into Comvita as well as into developing Channel Islands. Technology is really transforming our business right from source through to the end customer and with Channel Islands we're able to connect with them more effectively, get more insights from them, and make it easier for them to ultimately buy from us. It's also transforming our staff as well — shifting them from manual based tasks to more value based activities."

"It's really important to build a great relationship with your software partners. We set out early on with an objective of wanting to have a strategic relationship with QAD. We wanted to be at the forefront of QAD's technology roadmap and have input into the product development journey. We also wanted to have investment in terms of their time into us as a business and that's been really effective. I would encourage all the other businesses out there to consider engaging in that type of relationship with QAD."

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