



Case study

The perfect package for a growing packaging business

Foster Packaging

CEO: Joe Foster

Location: Australia, South Africa, Kenya

Industry: Packaging

Challenging goals made possible with JCurve ERP

As a fast-growing packaging company, Foster Packaging set themselves challenging goals. They provide a vast range of high-tech packaging and printing services to the highest quality within tight timeframes. “We love to push the envelope with new innovations,” says Foster Packaging owner Joe Foster. “We are masters of impossible deadlines and famous for last minute rescues.”

Foster Packaging was rapidly expanding from a small business to a medium-sized, global business. Their systems were slowing them down and increasing their overheads as they kept up with manual and time-consuming business processes.

Foster Packaging needed a unified system that would speed up their processes. They needed:



Unified accounts and payroll



Improved inventory fulfillment controls



Accurate job profitability reporting



Comprehensive business insights and reporting



Sales pipeline and marketing automation



Anytime, anywhere access



User friendly interface



When you expand a business quickly like this, you need good data and great reporting.



CEO Joe Foster

How Foster Packaging found JCurve ERP

"We were getting too big for time-consuming manual processes," explains Joe.

"To grow, we needed proper management systems in place as well as accurate data to track performance and take advantage of opportunities."

Foster Packaging was using a variety of disparate systems and spreadsheets. They were unable to generate reports for decisions and manual processes caused lost productivity.

They needed a simple-to-use solution that handled multicurrency, multiple price levels and fast-moving inventory, and provides robust business intelligence. They were looking for automation across accounting, sales and marketing.

They researched the affordable yet scalable JCurve ERP software extensively, running reference checks and speaking to JCurve Solutions' consultants at length to make sure they were getting the best solution for their business.

"We found JCurve ERP was a very easy platform to work with. It also had a strong name in the marketplace," says Joe.

They chose the JCurve ERP edition to start the NetSuite journey as it's better suited to smaller businesses and can easily be upgraded to NetSuite, the world's leading ERP, as the business continues to grow.

"We should have made the switch years ago. I can really see the benefit now," Joe says of JCurve ERP.



It's a very unified solution. We now have all our systems under one roof and staff could not be happier to no longer need to enter the same information into a number of different places.



Faster, foolproof processes

"JCurve ERP makes our processes more foolproof," explains manager Regan Foster. "It streamlines admin tasks, reduces human errors and frees up staff for value-added tasks.

"Staff can quickly create real-time reports without other departments having to provide needed information."



Understanding the true cost of business

"The software helps us see the true costs and margins of all jobs," Regan explains. "In the past, we have had jobs with an expected 30% margin that ended up at 10%. Now we can more easily forecast real costs."

The system also safeguards against inventory errors. For example, if they order 50,000 items and only receive 20,000, the software alerts them so they can address errors immediately to minimise any potential issues.

Positive sales & marketing impact

Marketing has also seen real improvement. "We attend a lot of trade shows and it was hard to keep up with all the new sales opportunities.

"We now enter contacts directly into JCurve's CRM, which reminds us when to contact them, keeps their data up-to-date and captures event ROI.

"We're looking forward to working with the team at JCurve Solutions to maximise our investment even further," says Joe.

The new tradeshow marketing process with JCurve ERP



Meet at show



Enter details at the event



Set custom pricing



System reminder to contact prospect



Track Sales / Measure ROI