



Success never tasted so sweet with JCurve ERP

Serendipity Ice Cream

CEO: Sarah Mandelson

Location: Sydney, NSW

Industry: Wholesale distribution: food and beverage

In a kitchen in Paddington, Sydney, in 1966, Serendipity Ice Cream was first conceived. Creator Alix Mandelson craved more exciting ice cream flavours with fresh ingredients. After twenty years she handed over to her daughter Sarah. The company has since continued expanding sales, creating even more adventurous flavours, and winning numerous awards.

Why did Serendipity choose JCurve ERP?

Serendipity had used MYOB accounting software for 25 years and was reaching the platform's limitations. Invoicing had become a significant issue, highlighting the need to upgrade. MYOB also didn't support Serendipity's needs for mobility when cloud computing first arrived.

"We got to the stage in the early days of cloud where we were reviewing MYOB, and it didn't have good inventory built into it. It also didn't have CRM included, that was going to have to be a separate, bolt-on feature, and we were advised that it wouldn't be a very seamless solution," explains Sarah Mandelson, CEO, Serendipity.

Serendipity's accountant gave Sarah the scoop on JCurve ERP. As Serendipity's operations had already expanded, a full-featured, cloud-based ERP system was an attractive option.



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A recipe for success

Using a consultant to advise and assist with deployment, Serendipity implemented JCurve ERP. Due to all its recipes and formulations, Serendipity has more SKUs than most businesses. Its inventory had complexities and needed extra attention. Luckily, inventory management is an area of strength for JCurve ERP.

"We wanted the system to help cost our products, so we had to set up all our recipes in it. One of the benefits we now enjoy is that we can see all our inventory right across the business, and all the costs of our products, whether that's variable cost or average cost," Sarah tells.

Serendipity is also using JCurve ERP for financials, payroll and CRM functions. JCurve ERP provides fully integrated, sophisticated real-time reporting. It gives the company flexibility to customise reports to individual roles and user needs. Users can also schedule regular updates, saving time with "set and forget" report delivery.



What I love is that I can be anywhere and look at it and see what's happening in our business, including communications with customers direct from the system.



As well as automating many manual processes such as placing orders, what has impressed Sarah is how feature-rich JCurve ERP is. "It's great that the system is sophisticated enough that we're not static with it. We can continue to find new benefits from it. One of the processes we have recently started using JCurve ERP for is to cut down the paper trail in placing orders with suppliers, which is now done (mostly) directly from JCurve ERP," she says.



Value delivered in many flavours

JCurve ERP has introduced Serendipity to true mobility. Wherever the company's managers are, they can log into the system and obtain a live view of what's happening with dashboards and KPI meters. Customer activity and sales performance are also visible the moment that sales and support staff enter updates.

Best of all, JCurve ERP has helped to boost profitability. "Our GP (Gross Profit) is up 2.5% since using JCurve ERP because of the visibility of products – that's critical for a manufacturer," remarks Sarah.

Going forward, Sarah is looking to expand the use of CRM and marketing email functionality further to improve the customer experience, gain even more value from the system, and help maintain a competitive advantage. Serendipity is also reviewing Pepperi, a sales mobility solution, to make sales operations more efficient in the future.

Outcomes



GP improved by 2.5% after using JCurve ERP



Robust inventory management with recipe costings



Significant gains to flexibility and mobility



Visibility across operations



Time-saving, customised reporting