



### Software Implemented



### Business Challenges

- Operational inefficiencies due to poor stock visibility, manual invoicing, and spreadsheet-based asset management.
- Limited scalability with outdated systems unable to support multi-location operations or complex pricing structures.
- Lack of integration and insights, resulting in fragmented data, slow decision-making, and poor visibility into deliveries and performance.



## Introduction

Doogood Powdercoating Pty Ltd is a leading provider of powder coating services in Australia, known for delivering high-quality finishes across a wide range of industries. With rapid business growth and an expanding national footprint, the company quickly outgrew its legacy systems and required a more robust, scalable solution to manage increasing operational complexity.

## Business Challenges

As Doogood Powdercoating expanded, their legacy systems struggled to keep up with the demands of a growing, multi-site operation. They faced challenges with stock management across multiple warehouses, limited visibility into deliveries and job tracking, and no system to handle complex, multi-tiered customer discount structures. Additionally, asset depreciation was managed manually in spreadsheets, reporting lacked integration and real-time insights, and invoicing was slow—impacting overall cash flow and operational efficiency.

## Software Implemented

To address these challenges, Doogood Powdercoating implemented MYOB Acumatica, a scalable, cloud-based ERP solution. The system was tailored by Stratus Consulting Group to meet the company's operational needs, offering powerful functionality across inventory, finance, customer pricing, and business intelligence—ensuring the platform could scale alongside their rapid growth.

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## Our Solution

To support DooGood Powdercoating's rapid expansion and complex operational needs, Stratus Consulting Group designed and implemented a fully integrated MYOB Acumatica ERP solution. The deployment focused on eliminating manual processes, enhancing visibility, and enabling scalability across the business.

Key components of the solution included:

- **Advanced Inventory Management:** Enabled centralised stock control across seven warehouse locations with real-time tracking, reducing stock discrepancies and improving fulfilment speed.
- **Track-POD Integration:** Seamlessly integrated to enable real-time delivery tracking. This not only improved logistics visibility but also allowed automatic job completion data to feed into MYOB Acumatica, dramatically accelerating invoicing and reducing delays in cash flow.
- **Custom Multi-Customer Discount Engine:** A bespoke pricing logic was developed to handle complex, tiered discount structures across various customer groups. This eliminated the need for manual pricing overrides and ensured consistency across sales orders.
- **Automated Asset Depreciation:** A fully integrated asset management module replaced spreadsheet-based depreciation tracking. Depreciation calculations are now automatically run within the ERP, ensuring compliance and accuracy.

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Acumatica

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## Our Solution

- **Deputy Integration for Payroll:** Time and attendance data from Deputy is now synchronised with Acumatica's payroll engine, simplifying workforce management and reducing payroll processing times.
- **Phocas Business Intelligence:** Phocas was integrated for real-time reporting and dashboards. Department heads and leadership now have instant access to key performance metrics, improving agility in decision-making.
- **EzyCollect for AR Automation:** Accounts receivable workflows were overhauled with EzyCollect, enabling automated reminders, follow-ups, and payment collection—leading to better cash flow and reduced debtor days.

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## Results

The transformation delivered tangible, high-impact outcomes across every facet of the business:

- **Explosive Revenue Growth:** Annual turnover soared from \$15 million to \$43 million within three years of implementation.
- **National Expansion:** Operations scaled from one site to seven warehouses nationwide, with consistent processes and data visibility across all locations.
- **Improved Stock Accuracy & Control:** Enhanced inventory visibility and controls helped reduce stock-outs and overstocking, supporting better customer fulfilment.
- **Faster Cash Flow:** Thanks to Track-POD and EzyCollect, invoicing and collections cycles shortened significantly, accelerating cash inflows and improving liquidity.
- **Efficiency Gains in Finance:** Proforma invoicing and automated depreciation eliminated manual errors and freed up finance staff to focus on strategic work.
- **Real-Time Business Insights:** Phocas dashboards provided leadership with clear visibility into performance metrics, supporting quicker, data-driven decisions.
- **Streamlined Workforce Operations:** With Deputy and Acumatica working in sync, payroll processing became faster, more accurate, and less labour-intensive.

Together, these improvements allowed DooGood Powdercoating to scale confidently, operate more efficiently, and gain the agility needed to compete and lead in a fast-moving industry.