

## Case Study

**Client** | **Software** MYOB Advanced | **Industry** Food & Beverage, Wholesale & Distribution



### Software Implemented

MYOB Advanced



### Business Challenges

- No modern integrated ERP system
- Lack of Data Accuracy
- No System that integrates with existing plant management hardware.



## Introduction

Indian Ocean Rock Lobster, established in 2008, operates a cray processing facility on the beach in Cervantes, WA. This family-owned business produces Premium Grade Seafood, exporting live lobsters and a variety of seafood products. They also manage the popular LobsterShack restaurant.

## Business Challenges

The primary challenge for Indian Ocean Rock Lobster was their outdated custom software, which no longer met their growing operational needs. They required a modern, integrated system to improve data accuracy, streamline processes, and enhance overall efficiency. This necessitated a solution that could seamlessly integrate with their existing plant management hardware.

## Software Implemented

To address these challenges, Indian Ocean Rock Lobster chose MYOB Advanced, a highly customisable cloud platform with a robust financial package. This decision was influenced by MYOB Advanced's ability to cater to specific operational requirements while offering flexibility and modernisation.



---

## Our Solution

Stratus Consulting Group implemented a tailored version of MYOB Advanced to meet the unique needs of Indian Ocean Rock Lobster. Our comprehensive solution included:

- **Customised MYOB Advanced:** Provided the full functionality of their bespoke software within a modern cloud platform.
- **Integration with Marel:** Seamlessly integrated MYOB Advanced with Marel's plant management hardware.
- **Additional Screens and Data:** Developed additional functionalities on the MYOB Advanced framework.
- **Sub-contractor Payments Management:** Managed sub-contractor payments based on investment breakdown and RCTI process.
- **Fleet and Crew Management:** Efficiently managed fleet configuration and crew make-up.



---

## Our Solution

### Integration with Marel

Marel's Innova food processing software suite is a powerful and comprehensive system designed to improve productivity and reduce cycle times. It enables seamless data collection and utilisation, providing full traceability throughout the production process. The integration with MYOB Advanced allowed Indian Ocean Rock Lobster to:

- **Enhance Data Accuracy:** Integrate up-to-date data from Marel's plant management systems into MYOB Advanced, ensuring accurate and up-to-date information.
- **Streamline Operations:** Reduce manual data entry and eliminate data discrepancies between systems.
- **Improve Mobility and Data Integrity:** Ensure consistent data integrity across various operations and improve the mobility of operational processes.
- **Optimise Production:** Use Marel's modular Innova solutions to connect and serve the needs of staff across the factory, from the plant floor to the control room.







## Results

The implementation of MYOB Advanced delivered several key benefits to Indian Ocean Rock Lobster:

- **Increased Data Accuracy:** Improved the accuracy of data between systems, reducing errors.
- **Reduced Manual Data Entry:** Minimized the need for manual double data entry, saving time.
- **Enhanced Mobility and Data Integrity:** Improved mobility of operations and ensured data integrity.
- **Cost Savings:** Achieved cost savings by consolidating operations onto a single platform.
- **Seamless Processes:** Streamlined processes, eliminating the need to shuffle between disparate systems.
- **Customisable Payroll Management:** Simplified payroll management, allowing easy handling of multiple pay rates across different business units.
- **Paperless Operations:** Transitioned to paperless processes with cloud storage, enhancing efficiency and sustainability.

## Conclusion

The customised implementation of MYOB Advanced by Stratus Consulting Group has significantly improved the operational efficiency of Indian Ocean Rock Lobster. This integration has addressed their immediate challenges and positioned them for future growth with a robust, flexible, and efficient system.