



TridentGLOBAL
... international trade made easy



Case Study

DIAGEO

Diageo Australia Ltd, Huntingwood, New South Wales

Diageo is the world's leading premium drinks business with an outstanding collection of alcohol beverage brands across spirits, wine and beer categories. These brands include: Bundaberg Rum, Smirnoff, Johnnie Walker, UDL, Guinness and Baileys.

Diageo is a global company, trading in over 180 markets around the world. The Australian operation imports, bottles, stores, distributes and exports to Diageo customers across Australia and in the south pacific including Fiji, Papua New Guinea, New Caledonia, Tahiti and other South Pacific Islands..

Challenges

- Reduce the amount of manual data entry to a minimum
- Replace a system that was difficult to use and required regular (and unsatisfactory) contact for support
- Cater for the CMR/ICS changes by Customs in 2004 whilst eliminating the costs for Export Declaration Numbers (EDNs)
- Populate Customs messages through a data interface from the ERP/order processing systems (originally BPCS)
- Simplify the export process in relation to order entry, manufacturing, logistics, production and warehousing by producing all of the documentary requirements and compliance within two systems



Solution

- Trident conducted a two day Discovery & Review with the first day focus on business processes and the second day on technical discussions - infrastructure, interfacing mechanisms and requirements
- Trident provided a detailed 'Scope of Works' and Project Plan
- Utilise the ICS Export Warehouse module to handle the third party warehouse operation
- Additional users and the Shipping module were added during the first twelve months
- When the ERP was changed to SAP a certified interface was created to transfer Commercial Invoice data to TridentGLOBAL and eliminate a significant amount of data entry
- TridentGLOBAL installed under Citrix Server, making remote access possible for selected staff or third parties. Next phase is integration with the ERP system

Customer Snapshot

Company	Industry	Employees	Website
Balco Australia Pty Ltd	Horticulture	120	www.balco.com.au

"Your Customer Forums are a great idea, and reflect real leadership by your organisation to be more than just a 'software in a box' solution. We are proud to partner such an organisation" - Michael Demetrious, Customer Supply Manager, Diageo Australia Ltd

"The TridentGLOBAL solution has reduced an enormous amount of double handling and has allowed my position to progress from 'data entry' to a more 'customer focused' role. Trident is always looking at continuous improvements to suit our changing business needs, always wanting the best quality for the customer and working to create simple 'easy to learn' systems. If I see any improvements in the system that can help me, the Trident Support Team are more than willing to look into it and have never disappointed." - Mark Laurance, Export Co-ordinator, Diageo Australia Ltd

www.tridentglobal.com.au