



Infor CloudSuite Distribution Enterprise brings flexibility, modernization, and the latest technologies to Cellnet

To stay competitive and maintain a positive relationship with its customers, Cellnet—a leading distributor of consumer electronic accessories based in Brisbane, Australia—needed to accelerate and prioritize its business process evolution, to ensure its technology could support digital transformation. To accomplish these goals, Cellnet decided to upgrade its outdated and heavily modified ERP solution by moving to Infor CloudSuite Distribution Enterprise.



HEADQUARTERS
Brisbane, Australia

INDUSTRY
Distribution

INFOR PRODUCTS
Infor CloudSuite™ Distribution Enterprise, Infor Factory Track®, Infor® OS

PARTNER
ComActivity

WEB SITE
cellnet.com.au

“The world around us is moving rapidly and Infor CloudSuite Distribution Enterprise gives us improved supply chain velocity, and a much better picture of our state of play at any one time. We now have the agile, responsive and dynamic cloud ERP we need to innovate and drive competitive differentiation.”

Brett Perkins
COO, Cellnet Group Ltd.

Improving supply chain efficiency and transparency

Established in 1992, Cellnet Group Ltd is a leading distributor of consumer electronic accessories for the mobility space with distribution centers (DCs) in Australia, New Zealand, and China. To stay competitive and maintain positive relationships with its customers, Cellnet needed to accelerate and prioritize its business process evolution, to ensure its technology could support digital transformation.

“We adopted a cloud-based strategy a number of years ago and our ERP was the last of our business applications that still resided predominantly on-premises,” said Brett Perkins, Cellnet’s Chief Operating Officer. The key driver for Cellnet’s upgrade to CloudSuite Distribution Enterprise was the lack of flexibility and agility in its old, heavily modified ERP solution. Before the upgrade, Cellnet could not easily integrate with third party logistics providers, nor could it easily access the information needed from its freight forwarders to understand where its products were at any time. “Our 16-year-old Movex version had really outlived its usefulness in terms of giving us the flexibility that we needed to focus on driving our business forward. It was so heavily modified that it could no longer be integrated with new applications,” said Perkins.

“We knew that we wanted to move to the industry’s best-practice cloud ERP and we selected Infor CloudSuite Distribution Enterprise on that basis. The Infor technology stack including Infor OS delivered in a true cloud platform now allows us to focus on the future and the functionality required to remain nimble, flexible, and responsive to changing market conditions and competitive pressures.”

Brett Perkins
COO, Cellnet Group Ltd.

Business results and efficiencies



Replaced manual tasks with semi-automated or automated processes across the business



Improved quality, collection, and timeliness of data for better and faster decision making



Achieved monthly productivity improvements in nearly all areas of the business



Invested in infrastructure that supports continuous innovation and business evolution

“We no longer wanted to operate and maintain our warehouse management system which was a heavily customized 'green screen' version of Movex,” stated Perkins. “Replacing this with a standards-based 3PL services interface for our Australian operations and Infor Factory Track for our New Zealand operations reduced the overhead of maintaining an old system and allowed the company to benefit from our 3PL service providers’ capability and capacity and a modern warehouse management system that includes mobile capabilities.”

It wasn't a done deal that Cellnet would stay with Infor and upgrade to the latest M3 industry CloudSuite. “We went to market and evaluated cloud ERP solutions from several vendors but again, Infor was successful. We found that CloudSuite Distribution Enterprise had all the features and functionality we were looking for,” Perkins continued.

With CloudSuite Distribution Enterprise and Factory Track, Cellnet is now enjoying the benefits of deploying a system that is maintained and delivered as part of the Infor ecosystem allowing its employees to focus on productivity and efficiency without sacrificing IT administration and development resources.

And Perkins further explained, “Now, with this platform, Cellnet has the potential to significantly expand visibility of our end-to-end supply chain and improve our predictive capability to react to issues before they occur. It’s also incredibly exciting to see the potential advancements in machine learning and AI to accelerate automation and augment historically manual, human-based activity.”

The implementation

With a narrow window in Cellnet’s busy trading year to implement a new ERP, it was essential that the project be completed rapidly and without a hitch, according to Perkins. Cellnet also made the decision to move forward without any modifications, using personalization or Infor OS extensibility tools to address unique business requirements. “It was nine months from contract sign-off to go-live, which in anyone’s book is fairly aggressive. We went live on the target date, with zero business interruption. Infor partner ComActivity was integral to the success of this project.”

“At ComActivity we have been working with the distribution industry for decades, yet we still get a kick from seeing a business like Cellnet retire an outdated, heavily modified, and monolithic system and move up to the cloud,” said ComActivity’s Managing Director, Jason Levick. “Embracing digital transformation gives Cellnet unfettered access to all the power offered by cutting edge technology, in an interactive and contextual environment.”

Seeing results

Cellnet is no longer reliant on its on-premises infrastructure and hardware and can reap the benefits of reductions in both downtime and capital costs—and no more bills for maintaining hardware or software. “Because of the size of our business, even the savings on electricity from powering and cooling our hardware are significant,” said Perkins.

“We are seeing monthly productivity improvements in nearly all areas of the business. Our staff are now focusing on more value-added activities rather than the administrative overhead with which they might have otherwise been burdened. Thanks to this smooth and efficient transformation of our key business systems, we’re now free to leverage the full range of the 21st century digital toolkit, from social collaboration apps, enterprise search, digital document management, and 3PL interfaces—with no roadblocks to stand in our way.”

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