



JCurve powers growth in Emma & Tom's

Emma & Tom's

CEO: Emma Welsh

Location: Melbourne, Victoria

Industry: Wholesale distribution: food and beverage

Healthy innovations across business operations

Emma & Tom's is a proudly Australian owned business founded in 2004. Their brand philosophy, *Look After Yourself* runs deep inside the business. They are committed to helping all Australians look after themselves by offering great tasting, healthy, nutritious, minimally processed whole fruit products. By using technology to help drive their growth, their expanding range now includes fresh whole fruit smoothies, refreshing quenchers, lightly sparkling fruit juices and snack bars packed with fruit, seeds and nuts.

Emma & Tom's needed



High volume accounting capability



Multi-site inventory management



Integrated purchasing & invoicing



A cloud based system



A cost effective, scalable product



It's given us the ability to handle more products and the complexities associated with them. Dealing in fresh foods requires zero lag in operations and JCurve meets this requirement perfectly.



A growing distribution network

With a national distribution network centrally managed from their Melbourne headquarters, inventory control is a critical component of this growing business. Distributing fresh and packaged products to over two and a half thousand cafes, deli's and supermarkets nationally, from four different distribution centres, Emma & Tom's needed a business management solution with serious grunt.

Having outgrown MYOB, Emma & Tom's was struggling under the volume of transactions and inadequate inventory management when they went searching for an integrated solution for their business operations. After considering the capability of Xero, Emma decided they needed a system that could grow with their international ambitions. "Xero gets rave reviews, but we knew its limitations and determined early on that we needed more than the SME accounting packages offered. We needed a solution that would integrate and optimise our operations, allow our workforce to be more flexible, scale as the company grew and offer cloud based cost benefits by eliminating the need for servers and updates."

Empowered growth

The power to manage multiple inventory locations and stock lines through JCurve's unified solution has driven growth of 30% year-on-year since implementation in 2013. As Emma explained, "It's given us the ability to handle more products and the complexities associated with them. Dealing in fresh foods requires zero lag in operations and JCurve meets this requirement perfectly."

Using JCurve's strategic implementation partner Outserve, to deploy the system into their workplace, Emma elected for



a forward thinking approach. "We decided to bring over only essential historical data, a decision which gave us the ability to more clearly focus on future growth."

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It was a decision that freed Emma and her team up to focus on inventory management, production management, planning, payroll and accounting functions of the system. "We know there are still more features in the platform to take advantage of, and we're working closely with JCurve to optimise them specifically for our needs. JCurve's commitment to our unique business has been really great."

And with plenty of scope to drive their business further, Emma is looking forward to the future. "With multiple warehouse locations and foreign currency capability, we're looking towards business opportunities beyond Australia. We need an exceptional, scalable ERP system capable of managing the width and breath of our businesses complexity and JCurve delivers that."

30% year-on-year revenue growth

