



NETSTOCK Success Story

**Seaga reduces
its inventory
value by
\$200 000!**

COMPANY

Seaga Group
Australia

INDUSTRY

Distribution -
Printing supplies

LOCATION

Australia

ERP

Microsoft
Business Central

SEAGA
Group Australia

Seaga provides products across Australia to support Die-Makers and Die-Cutters for the packaging industry, Commercial Printers and Designers for Graphics, Fashion, Home and Interiors. Their product range has grown from a mere 30 SKU's to an active product list of over 6,000 and a total product range of close to 20,000 SKU's. Within this specialized range, they represent leading manufacturers from USA, Germany, Austria, Italy, UK and China.

CHALLENGE

No visibility on potential stock-outs and high costs due to airfreight orders



SOLUTION

NETSTOCK integrated with
MS Business Central



RESULT

Inventory dashboard to highlight
critical issues. Reduced inventory
value by \$200 000



Seaga prides itself on its superior customer service and running out of stock is not an option for them. They would rather incur the extra expense and airfreight an order in than disappoint a customer.

Before implementing NETSTOCK into their business, Seaga's inventory process took data from their previous ERP, NetSuite, and through some very basic calculations in Excel, they would attempt to manage their forecasts and demand planning manually.

"Our forecasts were sometimes right, but in most instances, we ended up with either excess stock or a stock-out situation. Every time a new inventory planner joined us, they felt they had the answers in their spreadsheet and calculations, and we would start all over again. This was when we decided to look for a fit-for-purpose solution, a product explicitly designed to manage inventory," explained Tony Foley, CEO for Seaga. "We looked at a few packages and found NETSTOCK to be the easiest, simplest, and most cost-effective solution in the market. NETSTOCK will always provide the best possible forecast recommendation, and we are now forcing our staff to abide by the NETSTOCK recommendation. If they feel the forecast is incorrect, they need to substantiate and tell me why they want to purchase more or less than the recommendation."

"As a result of adhering to the NETSTOCK order recommendations, we have reduced our inventory by \$200 000 over the last 12 months."

The NETSTOCK Potential Stocks-outs report is like gold to Seaga. This gave them an advanced warning of potential stock-outs so they could action these items before they became a problem. This feature was the main reason why Seaga chose NETSTOCK. They can act quickly so they don't find themselves stocked-out and having to incur extra costs on airfreight to keep their customers happy.



"I am confident to recommend NETSTOCK to any size business that wants to balance their inventory investment and, at the same time, achieve and maintain high levels of customer service."

Tony Foley - CEO

Another challenge that Seaga faced was understanding the cashflow impact of their inventory purchasing. Using NETSTOCK's Stock Projection Module, a report was created that took in some additional information not typically found in an inventory planning system. Seaga was able to create an expected cashflow report factoring in forecasts, purchasing plans, supplier lead times, and supplier payment cycles. The result was that during the COVID-19 pandemic in 2020, Seaga was able to have a daily view of their inventory cashflow.

