

FERTILE MIND

MANUFACTURER, DISTRIBUTOR AND ONLINE RETAILER OF MATERNITY WEAR & BABY GOODS.

Fertile Mind is the brainchild of journalist and TV presenter Christine Kininmonth. Her start-up needed funds, and in attempt to raise money by selling her car, she met business partner Peter Hooker. The business began with one product, Christine's invention of the Bellybelt, a simple kit which turned clothes into maternity wear. From this modest beginning, the business has grown to be one of the most successful in the maternity category.

Christine Kininmonth was awarded the "St George AusMumpreneur of the Year" title in 2014, and the business has been a wonderful success story.

ISSUES PRIOR TO DWR ENGAGEMENT

- Limited visibility between functions requiring constant Q&A that interrupted flow and productivity
- Very manual process to enter data – orders, sales & dispatch info
- Numerous systems running numerous functions, but none 'talked' to the others
- Slow data mining ability to develop strategies and target sales activity

Fertile Mind was using MYOB to run the finances, a separate CRM system and a series of spreadsheets, to manage orders and fulfilment from customers and monitor their import schedule and stock levels.

Because we had separate systems, information struggled to flow between the different departments of the business. There was a lot of double and manual data entry and we were constantly revising and updating data on the run," explains Fertile Mind Operations Manager, Kylie Mills-Coleman.

THE RESULT

- Now we have all our financial and CRM information in one place and it's updated every minute, there is no double handling and fulfilment flows smoothly because we are managing our stock levels with consummate ease," said Kylie.
- I was extremely happy with the implementation process, particularly running through processes online with the support team at DWR. Screen captures were also great for asking quick questions.
- I'm pleased to recommend DWR as an implementation and support partner. They were quick to understand our requirements and worked with us to establish sound processes that have made us much more productive."

Our Guarantee

By undertaking a dedicated collaborative discovery and documentation approach to solving your business challenges, DWR can guarantee the budget, timeline and outcomes for your investment. We achieve this through providing a dedicated process which details the requirements, design and testing to reach the desired outcome.

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