Fast-growing Australian manufacturer reclaims one day per week

Sage X3 helps Dr Mark's HyGenie simplify and scale its global operations

In 2019, the Sydney-based start-up began manufacturing and distributing in Australia. Rapid growth has seen interest for its products in multiple territories worldwide, including the United States, Germany, and Japan. Dr Mark's HyGenie currently operates in three territories, with an interest to expand into nine more coming over the next 24 months.

Key outcomes
- Automated entire ecommerce sales process with seamless integration of distributors
- Saves the equivalent of one day per week with automated customer communications
- Eliminated manual data entry for customer orders

Company
Dr Mark's HyGenie Pty Ltd

Location
Australia

Industry
Manufacturing and Distribution

Sage Products
Sage X3

Dr Mark's
HyGenie®

Company
Founded in 2014, Dr Mark's HyGenie provides a range of world-first products designed for the home and institutional care of removable dental appliances.

Sage

Sage X3 has allowed Dr Mark's HyGenie to automate their entire ecommerce sales process.

Seeking an ERP that can scale with global ambitions

As a micro start-up, Dr Mark's HyGenie was looking for an ERP that would enable and support the company's rapidly growing global aspirations.

"Dr Mark's HyGenie has the potential to become a global business, so we needed an ERP that could scale with our growth. As a business operating through multiple channels including ecommerce, we anticipate taking on new licensees and distributors as we expand globally. Therefore, we were seeking an ERP that allowed us to integrate new business entities and manage them in a single platform", says CEO and Managing Director, Steve Plakotaris.

Enabling global expansion with a flexible and scalable ERP – Sage X3

Dr Mark's HyGenie began browsing the market for an ERP that could help the company simplify its global operations.

They chose Sage X3 – a next-generation business management solution that helps businesses grow faster and run an agile organisation.

Sage Business Cloud X3 is changing how businesses compete and grow by delivering faster, more intuitive and tailored financial, supply chain and production management, at a fraction of the cost and complexity of typical ERP systems.

"Sage X3 appealed to Dr Mark's HyGenie because it allows us to run multiple companies and markets in one integrated system," says Steve.

Automating the end-to-end sales process

Steve says that Sage X3 has helped HyGenie gain significant efficiencies by seamlessly integrating its ecommerce channels, including Amazon, into a single platform. Everything is now consolidated and streamlined, from the shopping cart and payment gateways, to receiving stock availability notifications.
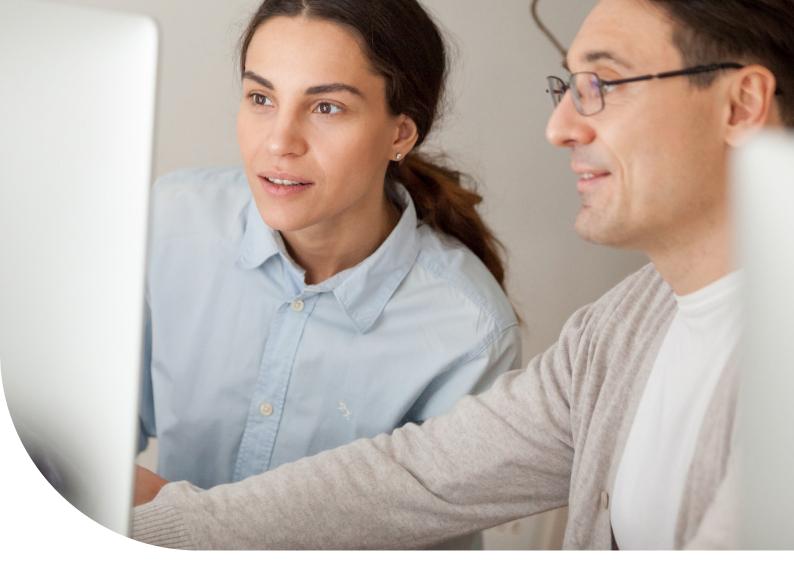
Sage X3 has allowed us to automate our entire ecommerce sales process. The solution will save us considerable time and effort in the future. We will be able to integrate new distributors into a single platform, instead of having to set them up on separate platforms," says Steve."

Saving significant time with automated customer communications

Thanks to Sage X3, the process of sending customer communications is now much faster and easier.

Sage X3 has helped us cut down the time we spend on manual processes by one day per week. Our customer loyalty email program is now fully automated. Communications are automatically sent to our previous customers to remind t hem to reorder," says Steve.

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"Sage X3 will save us considerable time and effort in the future. We will be able to integrate new distributors into a single platform, instead of having to set them up on separate platforms."

Steve Plakotaris
CEO and Managing Director, Dr Mark's HyGenie

Eliminating manual data entry with customer orders

Prior to implementing Sage X3, Steve says he had to manually enter customer order data from a CSV file into his previous system. Sage X3 has helped him eliminate this time-consuming manual work.

"Processing Amazon orders is now quick and easy with Sage X3. We can now simply drag and drop the CSV file into Sage X3. It takes about 25 seconds, as opposed to around 3 minutes previously. This efficiency boost has helped us avoid those additional costs in time spent or similar," says Steve.

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