

Success Story

# Making operations hum with Sage X3

“Sage X3 has removed layers of manual work and spreadsheets. Orders flow more smoothly, deliveries are more visible, consolidations are faster, and our teams can focus on higher value, strategic activities.”

**Liam French**

Supply Chain and Operations Manager, Roland Corporation Australia



## Roland Corporation Australia thrives with Sage X3

Roland Corporation Australia has been a trusted distributor in Australia for nearly 50 years, backed by the global Roland organisation headquartered in Japan and listed on the Tokyo Stock Exchange. The Australian business has complex operational demands across dealer networks, warehouses, logistics and finance.

Facing increasing challenges managing a rapidly evolving customer base that ranges from small single store retailers through to large format national chains and eCommerce giants, the local leadership team implemented Sage X3 to streamline operations, drive efficiencies and support long-term growth.



## Results with Sage X3:

- Dealer portal manages customer orders efficiently, with significant reduction in manual work
- Order consolidation enabled across a diverse customer base made up of small operators and large national retail chains
- Freight management and visibility improved from cartons to pallets right across the supply chain
- Accounts receivable and accounts payable managed natively in Sage X3
- Financial reports delivered faster, with sign-off typically within a few days of month-end
- Audit preparation process streamlined and compliance strengthened



**Company**

Roland Corporation Australia

**Location**

Australia

**Industry**

Distribution

**Solution**

Sage X3

**Partner**

Leverage Technologies



**About Roland Corporation Australia**

Roland Corporation Australia is a global leader in the design, manufacture and distribution of a wide range of musical instruments including pianos, keyboards and synthesisers, guitar products, electronic percussion kits, digital recording equipment, amplifiers and audio processing devices. In Australia, Roland Corporation is the authorised distributor of Roland products. It was established in 1976 as the first joint venture of the organisation to be set up outside Japan.



### **Outgrowing reliable but outdated systems**

Roland Corporation Australia used a core legacy business management system for a number of years. Over time as the organisation grew and evolved, they relied upon numerous plug-ins and bolt-on applications to manage increasingly complex operations. This led to inconsistent processes across the business that were difficult to scale.

Spreadsheets became the norm for reporting, reconciliations and analysis, while operational tasks including order consolidation remained manual and time-consuming. These limitations made efficient growth difficult.

### **Looking for the X factor**

Taking a vendor-agnostic approach, Roland Corporation Australia evaluated a range of ERP systems to determine what would work best for their business now, and into the future. Considerations included the ability to manage complex operations and logistics and improved financial management capability that would also ensure efficient reporting to global head office.

Sage X3 ticked all the boxes for functionality, alignment with the business and its operations, and ease-of-use for local operating and finance teams.

### **Sage X3 aligns operations, customers and employees**

With the help of Leverage Technologies, Sage X3 has become the backbone of operations and financial management of Roland Corporation Australia. The digitisation of orders via a dealer portal significantly reduced manual handling, and order consolidation capabilities help manage diverse customer requirements.

Traceability is vastly improved with integrated warehouse and freight management, and finance processes have been simplified with native accounts receivable and accounts payable functionality along with the integration of specialist applications for expense management to reduce cycle times and improve reporting.

### **A partner for the long haul**

Since adopting Sage X3, Roland Corporation Australia has worked closely with Sage Platinum Partner Leverage Technologies to enhance their operating and financial platform to meet the evolving needs of the business. Regular system upgrades and updates ensure the Sage X3 platform is modern, agile and aligned with both the local and global requirements of Roland Corporation Australia.



“We’re always asking, “how can we do this better?”, and with Sage X3 and the support of Leverage Technologies, we’re confident we can keep adapting and growing.”

**Liam French**

Supply Chain and Operations Manager,  
Roland Corporation Australia

**Operational focus and efficiency gains**

Roland Corporation Australia’s operations are underpinned by Sage X3, with digitisation of processes ensuring faster order fulfilment and reduced errors. Orders flow through a new dealer portal, with consolidation tools ensuring small shipments to independent retailers can be efficiently managed and fulfilled side-by-side with large shipments for national retailers.

Warehouse and logistics integration has delivered significant gains, providing visibility right across the supply chain to increase the speed of order fulfilment and provide accurate information on order status and location.

**A unified view of financials**

Once burdened by disconnected processes and spreadsheets, the finance team at Roland Corporation Australia now operates within a unified system that delivers accurate and timely reporting and insights to the management team. External auditors benefit from secure access to Sage X3 to streamline the audit preparation process and strengthen compliance.

These improvements have enabled Roland Corporation Australia to manage increased order volumes and operational complexity without expanding headcount, demonstrating the scalability and resilience of the Sage X3 platform.

**Local innovation and global alignment**

As part of a global organisation, Roland Corporation Australia needs to balance the requirements for the local operation to be efficient and competitive, while also aligning with global directives and reporting requirements.

Sage X3 has the flexibility to meet the needs of all stakeholders as a highly configurable platform that is both robust and adaptable, allowing Roland to customise workflows and processes to meet local operating needs, without sacrificing alignment with global systems.

**Looking to the future**

Roland Corporation Australia has evolved since implementing Sage X3, and the platform has been enhanced as the business has grown. As part of a process of continuous improvement, Roland is working alongside Leverage Technologies on a range of new initiatives.

These include payment gateway integration, expanded use of Sage Enterprise Intelligence for insights and scenario planning, and strengthening audit controls through greater automation. Processes and workflows including repair authorities and goods returns can also be automated for efficiency.



“Our approach to technology and systems is that we are on a journey, and when it comes to Leverage Technologies, they are a fantastic partner to have alongside us. When we ask if something can be done, they are always ready to jump in and help do it, embracing and enjoying the challenges our business regularly puts in front of them.”

**Liam French**

Supply Chain and Operations Manager,  
Roland Corporation Australia

**In tune with Leverage Technologies**

Leverage Technologies is a highly awarded provider of ERP advice, implementation and support. Since 2005, Leverage Technologies has been helping Australian businesses effectively leverage the latest technology to deliver better outcomes. As experts in consulting, implementation, integrations and support, Leverage Technologies is skilled in delivering cloud-first deployments built on leading technology platforms.

A privately-owned Australian business, Leverage Technologies understands the needs of customers across a wide range of industries and brings the perfect combination of technical expertise and a commitment to build long-lasting customer relationships to every engagement.

Leverage Technologies works closely with world-class technology vendors and is proud to be a Sage Platinum Partner. The company is widely praised by customers including Roland Corporation Australia for developing scalable solutions that help streamline processes and reduce costs.

“Working for nearly a decade with Roland Corporation Australia is testament to the success of our collaborative approach. As organisations evolve and their needs change, it’s important they have a technology partner who understands their business, has strong relationships with their people and is committed to continuous improvement of processes and systems”, said Pierre Fourie, Sage General Manager at Leverage Technologies.



Sage



© 2025 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.