



Success Story



At a Glance:

- **Company**
Founded in 1975 Agra Trading supplies food products globally
www.agratrading.com
- **Location**
Trade internationally in South America, Egypt, Russia, Africa, the EU and the Middle and Far East with offices in Ireland, Brazil, Portugal and UK.
- **Industry**
Food Industry trading meat, fish, fruit & veg and ingredients.
- **Challenges**
Implement accounting, order processing, inventory control and management reporting system for a new joint venture operation in Africa. Needed a solution with no local IT support requirement but fully accessible to the local operation and head office to monitor up-to-date results.
- **Solution**
Full accountsIQ solution, including SOP, POP & Inventory control. Ability to “roll up” costs related to transport and landing to reflect full landed cost. Ability to track revenues and margins by product, product group and also by consignment.
- **Results;**
Turnkey solution that is accessible worldwide implemented within 4 weeks with no up-front capital expenditure on hardware, comms or software.

Having setup a new operation in Africa, we needed to implement a solution quickly to start trading. We initially looked at buying an on-premise accounting package and the required servers and infrastructure but had little access to local IT support. Luckily accountsIQ was recommended to us and we were able to implement a full solution within 4 weeks at a fraction of the cost of installing an on-premise solution.

Kevin Ruane, CFO Agra Trading

Agra Trading (part of Kepak Group) adopt accountsIQ for its African Operation

Business Profile

Agra Trading was incorporated in 1975 and is the trading arm of Kepak Group, one of Europe's leading food businesses. Originally involved in the production and trading of beef, they have expanded their product range over the years to include lamb, pork, poultry, seafood, processed goods, fruit and vegetables, and food ingredients. Agra is a market leader in the Irish, European and South American food industry, with a strong presence throughout the world.

Challenges

Agra needed a strong accounting, order processing and inventory management solution for new joint venture operations in Africa. They had no local IT support to implement or manage an “on-premise” solution and needed to provide simultaneous access to both the local operation and Head Office. Food products (meat & fish) are imported in consignments and sold locally. Key requirements were ability to “roll up” shipping and landing costs into overall stock item cost and dynamically manage sales pricing. The ability to report on revenues and margins by product, product group and customer as well as the profitability of each consignment was also important.



We trade all over the world and in this case needed a solution that was available to the local operation but was also accessible by us remotely. accountsIQ provides us with a solution that is simultaneously accessible to everyone without us having to worry about the IT infrastructure to achieve this. It allows us to closely monitor profitability of the operation and participate in operational decisions on pricing etc when required. We are delighted with the solution and particularly the reporting capability and have found the support to be excellent.

Kevin Ruane, CFO Agra Trading

Solution

Agra Trading chose to adopt accountsIQ for all its financial requirements consisting of:

- accountsIQ Online Accounting System
- Full multicurrency processing
- Inventory Management including ability to roll up landing/shipping costs
- Tight control over sales pricing with ability to change to suit market dynamically
- Local Withholding tax requirements
- Consignment Profitability Reporting

Key Benefits

- Single system with online access for teams in Ireland & Africa 24/7
- Simply monthly fee with no upfront capital cost on local servers etc
- Strong sales and profitability Reporting – no need to export to Excel or re-key anything.
- Extensive functionality meeting their requirement but with a system than can grow with us.

See www.accountsIQ.com for more success stories