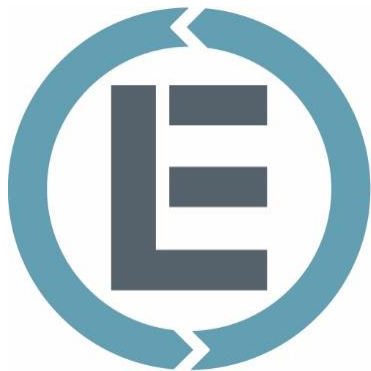




KoolBuy



OTWAY LIVESTOCK EXPORTS

Otway Live Exports

LOCATIONS

Victoria & Western Australia

EXPORT NUMBERS

40,000 Cattle p/annum

60,000 Sheep p/annum

EQUIPMENT

KoolBuy

“Sapien was able to demonstrate a product that showed a level of development that was often a step or two ahead of expectations.”

Otway Live Exports (OLE) is a cattle and sheep export company with logistics and livestock management operations in Western Australia and Victoria.

The company traces its origins back to AH&R Schmidt which has been involved in livestock export, management and procurement for over 20 years.

OLE exports about forty thousand head of cattle per annum with the majority of these going into the Feeder market in Israel. Other markets include Turkey, China, South East Asia and Japan with a mixture of uses; Feeder, Slaughter and Breeder. The operation also exports sixty thousand sheep.

OLE initially approached the market for a software solution to control the procurement and control of livestock inventory in 2015. Jim Teasdale [Operations Manager], admits that, as a new user, different parts of the business had varying expectations and perceptions of how the software would fit into and contribute to the business. Having chosen and used a solution for 12 months with a number of teething problems and shortfalls identified, they were forced to reassess their options when the incumbent vendor pulled support for the software in 2016.

While it was frustrating having to go through the evaluation process again, Otway were able to approach

For more information, please contact:

Sapien Technology Limited
22 Harker Street, Burwood VIC 3125
T (03) 9808 7119
E info@sapien.com.au
www.sapien.com.au



SapienTechnology

Sapien took time to understand the different requirements Otway had compared to other exporters or producers.

the market from a position of experience the second time around. Key learnings from the first experience included ensuring that they had a clear picture of exactly what was required by both the Operations and Finance functions, and how the features would be used in practice.

Otway assessed three or four different vendors before settling on Sapien Technology's combination of KoolBuy and KoolPerform. According to Jim initial conversations with the team at Sapien included lots of questions with no definitive answers. However, it soon became clear that this was an important part of the process as Sapien took time to understand the different requirements Otway had compared to other exporters or producers.

Jim and the Otway team were pleased that, once they understood each other, Rob from Sapien was able to "demonstrate a product that showed a level of development that was often a step or two ahead of expectations." The key elements that drove Otway to choose the Sapien solution included;

- Being able to measure specific costs like purchase and agistment against each individual animal
- The demonstrated traceability of testing, particularly important for Breeding jobs
- Management of the purchase and delivery process
- Visibility of information in the system through filters and drilldowns (without having to export and interpret data)
- Ability and willingness of Sapien to create customised reports and commitment to develop new features

Based on what they have seen to date, Jim and the team at Otway expect the Sapien solution to be easier to implement than their previous solution and hope that other similar organisations will take up the Sapien solution so that the product expands and gains new features that they can leverage. Otway have ideas about features they would use and would be of benefit to others in the export market and are looking forward to working with Sapien to develop these.

For more information, please contact:

Sapien Technology Limited
22 Harker Street, Burwood VIC 3125
T (03) 9808 7119
E info@sapien.com.au
www.sapien.com.au

