

Customer case study

Reddrop and Zap Data Hub



A Fresh Take On Fresh Produce:

How a family-owned supermarket chain used the power of Zap Data Hub to better serve their customers and community

About Reddrop Group



The illustrious Reddrop Group was born with a single-family-owned supermarket in 1973. Over 50 years later, Reddrop has expanded to 25 stores run by over 1,250 dedicated employees. This family-owned and operated organization is committed to sustainability and drives to consistently do better for its customers and community.

Michael and Tina Reddrop, the original owners, remain actively involved in the business and have entrusted their ERP system requirements to Aptus Business Solutions - one of Australia's largest Sage partners with over 300 clients worldwide. Aptus supports them by utilising Sage 300 as their core accounting ERP system.

Industry

Supermarkets, Grocery, Retail

Location

Australia

Website

reddrop.com.au

Challenges faced

Prior to their beneficial partnership with Zap, Reddrop Group faced several reporting-related challenges. The team faced countless daunting hours of manual effort when exporting reports from Sage 300 and Micropay and converting PDFs to Excel files to display necessary analytics. This wasted valuable time and resources, and as the business grew, it further complicated data integration across various sources. The process became cumbersome, increasing the risk of human error and potentially impacting accurate reporting and decision-making.

Reddrop was in need of an urgent solution to their data and reporting demands in the form of an efficient, highly scalable reporting tool that would unify their data sources to more efficiently deliver meaningful analytics.

Solution outcomes

After evaluating several solutions, Zap was selected for its robust data management and analytics platform, designed to consolidate, enrich, and reconcile Reddrop's extensive data from multiple sources.

Zap provides Reddrop Group with the flexibility to use pre-built, standardized industry reports and dashboards included in their existing Sage 300 solution. The platform unifies data from Sage 300 and Micropay, allowing for comprehensive analysis via Zap's Cloud SaaS Platform, thus eliminating the need for manual data extraction and consolidation.

Reddrop Group's partnership with Zap enabled the company to:

- **Unify data from multiple sources such as Sage 300, Micropay, and spreadsheet based invoice data**
- **Effectively eliminate the excessive manual data consolidation steps**
- **Access pre-built industry standard reports and dashboards personalized with unique business insights**
- **Build ad-hoc reports without the help of the IT team**

Zap Data Hub has been a game-changer for Reddrop Group, providing them a singular location to pull valuable insights

into the business. "Now, having one single data warehouse, Reddrop Group can trust their unified data and instantly get access to up-to-date data when they need it." - Harrison Wood, Finance Manager.

Harrison is excited about Reddrop's future interactions with Zap and has spearheaded their next joint venture. They are currently working on integrating the data from their timesheet application, Tanda, which will help the company improve rostering analysis and manage increasing wage costs more effectively.

“

Now, having one single data warehouse, Reddrop Group can trust their unified data and instantly get access to up-to-date data when they need it.

**Harrison Wood,
Finance Manager, Reddrop Group**



Partnership highlights

- 1. Singular, Unified Data Warehouse:** Previously, Reddrop Group struggled to incorporate their vast pools of data across different platforms. Now, with one unified data warehouse, they have instant access to trustworthy date data anytime they need it.
- 2. Improved Cost Control:** Zap Data Hub provides an easy-to-use platform for users to access reliable, real-time reports and detailed dashboard views of wage costs, rostering efficiency, and various other cost management metrics.
- 3. Company-Wide Unit Cost Analysis:** As Reddrop Group has added more store locations to its portfolio, Zap has enabled the company to better validate the Group's vast range of inventory and non-inventory invoicing at line item level, leading to more effective cost management across both individual products and broader categories and departments.