

COROBRIK

Corobrik paves the way for fast and accurate sales planning and reporting with idu-Concept.



THE BUSINESS CHALLENGE

As the largest manufacturer, distributor and exporter of bricks and related building products in Africa, Corobrik has 15 factories across South Africa and the largest distribution network of brick and clay paving products in the country. The company also exports its products to the US, Japan, Dubai, the Gulf region and several countries in Africa.

“Our budgeting process was originally spreadsheet based, which became too cumbersome for the complexities of our company,” says Kevin Bowers, Sales Director at Corobrik.

“We were using a top-down process, starting at each factory and imposed on every level. We recognised the need to upgrade our budgeting system to cater not only for our factories but for many different levels within the company.”

ABOUT COROBRIK

Corobrik (Pty) Ltd was established in Durban in 1902. Corobrik has grown to be the leading brick manufacturer, distributor and marketer of clay bricks, clay pavers and associated allied building products in South Africa.

Corobrik achieved this by using expertise gained over more than 110 years in the brick business, superior technology, manufacturing practices, distribution network and logistic capabilities.

Corobrik’s head office is in Durban, with three regional offices in Durban, Johannesburg and Stellenbosch (Cape Town), and Corobrik centres located in major cities country-wide. Corobrik currently operates 15 factories, which together with Corobrik’s alliance partners, permits the company to offer to its valued customers a complete spectrum of brick and paver options.

THE SOLUTION

Corobrik looked locally and internationally for a software solution that was able to handle the numerous facets of the company and, most importantly, offer maximum flexibility.

In 2003 the company implemented idu-Concept and ran the solution on that year's budget to achieve a summary level by area and product, which could be drilled down to representative and product.

"The system showed that the level of detail we achieved was not necessary, and that it would be more useful to budget from the bottom up by representative and product. Most importantly, we saw that through IDU, the total time spent capturing the budget could be reduced to about a week," says Bowers.

The idu-Concept Sales Planning and Reporting Modules, further refined and streamlined its sales and budget forecast capture and reporting process by enabling numerous summary levels.

The Web-based system accommodates multiple companies, currencies, customer and product levels, enabling efficient budgeting at the lowest unit and the ability to switch between multiple summary levels. For planning convenience, budget and forecast version control exist completely independent of one another.



"The idu-Concept Sales Planning Module has revolutionised Corobrik's budgeting process by enabling the building of a sales budget from the bottom up, which is key to the multi-faceted nature of the company's budgeting process. The system is used to prepare the company's annual sales budget per region, sales office, representative and product by factory of origin," says Margie Whitten, Director at IDU KZN

Users of the system at Corobrik spend about a week capturing the sales budget, which in turn automatically calculates the sales revenue, cost of sales and transport-related costs. Such accurate sales budgeting assists the company with effective capacity planning for the 15 factories countrywide.

The flexibility of the software also caters for seasonal factors within the industry, accommodating the varying activity levels within the different regions across the country.

"The greatest advantage idu-Concept has provided has been the ability to build our budget from the bottom up. The complexity involved in budgeting for in excess of 25 retail centres, as well as incorporating the numerous factories, is considerable and the system has relieved us of that stress," says Bowers.



ABOUT IDU

IDU delivers top of class packaged budgeting, forecasting, performance management and reporting tools to simplify financial management. Our flagship product, idu-Concept, provides easy, effective budgeting and financial reporting for medium-sized to large businesses. idu-Concept integrates easily with ERP software, but unlike more cumbersome offerings, idu-Concept can be implemented quickly, requires little or no ongoing consulting fees and reduces budgeting cycles from months to weeks.