Case Study

Background

Puffing Billy Railway, a cherished Australian tourist attraction, sought to streamline operations and enhance financial clarity. Puffing Billy Railway (PBR) is one of the largest narrow-gauge steam and heritage railways in the world. Its history spans a period of 122 years. It operates as a volunteer-based not-for-profit body. PBR is operated by the Emerald Tourist Railway Board and operates daily except Christmas Day.

Leveraging a trusted referral, they contacted OneKloudX as they wanted someone local support with bank reconciliations, third-party middleware, and stablisation of processes. An end-to-end independent NetSuite Audit was performed to understand their current solution utilisation and make solution improvement recommendations.

Puffing Billy Preservation Society is registered with the Australian Charities and Not-for-profits Commission (ACNC). It is a company limited by guarantee.

Puffing Billy Preservation Society is a member-based organisation with an elected Executive Committee. The members of the Executive Committee themselves volunteer and are supported by a small group of volunteers. The Society operates independently of the operators of the Puffing Billy Railway (PBR), the Victorian Government-appointed Emerald Tourist Railway Board (ETRB).

The Society is a member-based volunteer organisation, originally formed in 1955 to restore and preserve the Puffing Billy narrow gauge railway, (then operated by the Victorian Railways) to ensure that it continues to provide a rail experience for enjoyment of families and visitors to Melbourne. The Society has over seven hundred members.

Industry: Tourist attraction	**Location:** HQ - Belgrave, Vic	**Solution:** NetSuite Mid Market edition	**Services Provided:** NetSuite Audit Prepaid Support

The Challenge & Opportunity

Puffing Billy Railway's finance team inherited a NetSuite environment riddled with inefficient processes and cumbersome middleware. Time-consuming tasks and manual processes hindered their ability to manage finances effectively. Determined to break free, they sought local expertise for a comprehensive NetSuite audit.

Puffing Billy Railway previously struggled with the time-consuming process of synchronizing credit card and group bookings between CustomLinc and NetSuite. Their manual data entry and middleware-based approach involved downloading data from CustomLinc and manually inputting it into spreadsheets before integration. This cumbersome process posed significant challenges and hindered their operational efficiency.

Despite having NetSuite in place, Puffing Billy Railway encountered inefficiencies due to a poorly structured system. Seeking a holistic solution, they aimed to optimise their NetSuite implementation for a centralised, real-time view that would streamline workflows and provide comprehensive visibility.

In Response

A comprehensive NetSuite Audit served as the first step towards Puffing Billy Railway's operational efficiency transformation. This in-depth review analysed aspects of their existing NetSuite implementation utilisation, uncovering bottlenecks and areas for improvement. Armed with these insights, a prioritised staged rollout plan was developed allowing for smooth and focused execution.

One of the initial challenges identified was the time-consuming and costly process of synchronising their credit card and group bookings. Previously, manual downloads, middleware integration, and data entry hindered their accuracy and productivity. The development of an import automation solution for deposits and payments that seamlessly syncs with NetSuite daily. This eliminated manual work, reduced IT costs by removing the need for the third-party middleware annual fee, and freed up valuable time for the Puffing Billy Railway team, empowering them to focus on bigger-picture initiatives.

Another pain point was the cumbersome and inefficient workflow system inherited by the new finance team. Frustrated by inappropriate processes and a lack of standardisation, the Puffing Billy Railway team sought expert guidance. Leveraging our expertise, we optimised their workflows and implemented automations, resulting in increased productivity and a significantly improved user experience. This empowered the team to navigate daily tasks with confidence and efficiency.

The Outcome

Armed with insights from a comprehensive NetSuite audit, a prioritized staged rollout plan was meticulously crafted to address Puffing Billy Railway's most pressing needs.

The initial focus tackled the time-consuming and costly bank reconciliation process. By implementing seamless daily bank feed syncs directly within NetSuite, we eliminated manual data entry, saving valuable time and resources. This not only boosted efficiency but also eliminated the annual burden of third-party middleware fees, resulting in significant cost savings of approximately $20,000 per annum. The ROI was recognised immediately with not having to pay the annual subscription costs.

Turning attention to workflow inefficiencies, the OneKloudX team addressed the lack of standardization and cumbersome processes. Through expert optimization and native automations available within NetSuite, workflows were streamlined empowering the team to navigate daily tasks with increased confidence and efficiency. This user-friendly experience translated into a 20% boost in overall productivity and time savings.

These initial accomplishments mark a significant step forward in Puffing Billy Railway's journey towards operational excellence. With their optimised NetSuite environment, they are now equipped with real-time data, streamlined processes, and an empowered finance team