



Pickles Auctions

Eclipse gives Pickles Auctions the technology backbone needed for significant transformation using Microsoft Dynamics 365

Industry

Auctions

Straight Talk

“Now that we have a cloud-ready solution that can scale up quickly and easily, we can start exploring some of the opportunities in new ventures.

The technology implementation associated with this project is the backbone of the wider digital transformation of our business. Without this solution, we really can't do all the other things that we aspire to.”

David De Jonge

Chief Financial Officer, Pickles Auctions

Solution

Eclipse, a DXC Technology Company, worked with Pickles Auctions to update its systems to Microsoft Dynamics 365 for Operations; ultimately transforming the business by giving decision-makers greater visibility into performance and accounts, as well as delivering greater flexibility and agility.

Challenge

As a long-time car auctioneer, Pickles Auctions (Pickles) was relying on in-person auctioneers. However, industry disruption from online car sales meant the business had to expand its services to the web and find new ways to compete with emerging players. Pickles was able to offer online bidding for in-person auctions but found it difficult to scale beyond that.

The company's ability to innovate was hampered by its reliance on legacy systems that had been developed over time but no longer served its

needs. This had become a major constraint in recent years, prompting Pickles to review its technology position and consider upgrading.

Ivan Goh, ERP Delivery Lead, Pickles, said, “The IT team spent so much time just keeping the legacy systems up and running that it was impossible to rethink innovation beyond that. Pickles needed to replace its entire business platform, not just

to free up the IT team from the burden of daily maintenance, but also to improve the company's competitiveness in the disrupted marketplace."

Pickles realised that such a significant project would require a large investment. The business needed to view this as a whole-of-business transformation, rather than a simple IT implementation.

Claudio Salinas, Chief Information Officer, Pickles, said, "The costs of maintaining the existing system were increasing and the skillsets needed to maintain it were becoming harder to find.

Updating to newer technologies would let Pickles pivot, adapt, and change faster. This would let the business leverage opportunities faster and more effectively. For example, Pickles wanted to reach a broader audience by partnering with different organisations such as finance companies and lease companies. This would help elevate the business's competitiveness and its ability to engage with a wider buyer-base, but our existing technology made such partnerships difficult."

Pickles needed an enterprise resource planning (ERP) solution that would provide visibility over all operations, a single source of truth for decision-making, flexibility and scalability to expand the business in any direction. Pickles was also looking to move to the cloud, so the ERP solution needed to be cloud-based.

Solution

Pickles evaluated a number of technology platforms and technology partners to implement such a large change. Pickles soon realised this project needed to be led by a complete business transformation.

Pickles selected Eclipse, a DXC Technology Company (Eclipse), as their preferred implementation partner, and Microsoft Dynamics 365 for Operations (Dynamics 365) as the solution to move the business forward. As an existing Microsoft customer, Pickles was comfortable with the intuitive, and user-friendliness of Dynamics 365. Plus, Dynamics 365 is a cloud-based solution, so it ticked all the right boxes.

David De Jonge, Chief Financial Officer, Pickles, said, "Pickles chose to work with Eclipse as the team is well-credentialed in the space. We needed to find a partner that knew what they were doing as this was a make-or-break project for the company."

Eclipse and Pickles agreed on a five-phase project that would start with restructuring the business' accounts.



Outcome and benefits

Following a collaborative process, phase one of the project was implemented on time and under budget.

Since implementing Dynamics 365, Pickles has been able to completely replace one legacy system, as well as integrating Dynamics 365 with other large legacy systems. Pickles plans to grow the Dynamics 365 footprint throughout the company and shut down or decommission legacy systems as it rolls out.

Claudio Salinas said, “We now have a cloud-ready and modern solution with Dynamics 365, letting us access information from anywhere. Previously, we were restricted to accessing systems from the office only. Now with Dynamics 365, we are given greater flexibility and it’s changed the workstyle and pattern of users for improved productivity.”

A key area for improvement has been the organisation’s charter of accounts. The incumbent system didn’t deliver the degree of detail Pickles needed to understand business performance and its current financial position. In a tough competitive market, this information was crucial for the leadership to make the right decisions.

David De Jonge said, “Now that we have a cloud-ready solution that can scale up easily and quickly, we can start exploring some of the opportunities in new ventures.

“We have an exciting journey ahead of us that is going to impact many people. There’s an absolute trust between Pickles and Eclipse. We have created a strong partnership and we’re invested in carrying on the journey, especially now we’ve seen the success of phase one.”

Ivan Goh
ERP Delivery Lead
Pickles Auctions

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As the project progressed, Pickles business users realised they could determine the next stage of the transformation project. This has resulted in a high degree of engagement and a growing sense of excitement among users.

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Working with Eclipse

Pickles needed a safe pair of hands to manage this project, which was a significant departure for the business and could not be allowed to fail. It chose to work with Eclipse due to the team’s strong reputation in the industry as an experienced, knowledgeable partner.

Ivan Goh said, “From the initial evaluation we could see the Eclipse team was highly cooperative, knowledgeable and credible in the industry. The team took the time to understand our business, which was very important to us.

“Eclipse’s can-do attitude proved to be the right cultural fit for us. When an auction is scheduled, come rain, hail or shine, the auction will go forward. We do everything it takes and there was that same sense of spirit we saw in the Eclipse team.”

David De Jonge said, “Eclipse was very accommodating throughout the implementation process. While there were rocky patches, as there are in projects, there was a drive from the team to actively fix issues that arose.”

About Pickles

Pickles Auctions is Australia's number one auction and valuation specialist, grown from a single operation in 1964 to 21 branches nationally, including every State and Territory in the country.

For more than 50 years, Pickles has forged a national reputation for integrity and high standards of business conduct. Pickles' quest for competitive excellence begins and ends with unyielding commitment to ethical conduct in all key relationships.

About Eclipse

Eclipse, A DXC Technology Company, is a leading global Microsoft Gold Partner delivering Microsoft Dynamics 365, ERP, CRM, business process, analytics, and collaboration solutions on premise and in the cloud.

With a single, global team of Microsoft consultants, Eclipse has helped over 1,700 customers achieve successful digital transformation projects using the full suite of Microsoft technologies and applications. We offer specialist industry solutions built on the Microsoft platform for retail, manufacturing, banking, healthcare, and mining for customers in the mid-market through to enterprise.



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