

MATUMI FRESH GROUP CASE STUDY



MATUMI FRESH GROUP: TURNING OPERATIONAL PRECISION INTO PROFIT WITH BUSINESS CENTRAL

At a glance:

Key Results (in the first three months at the time of publishing):

- Increase in profit margins through accurate costing and stock control
- Automated price updates saving 2–3 hours per week
- End-to-end visibility across inventory, finance, and operations
- Foundation for AI-driven forecasting and Power BI analytics
- A defined roadmap through future enhancements

A BUSINESS BUILT ON RELIABILITY

For more than three decades, family-run Matumi Fresh Group has earned its reputation for the quality of its produce and the reliability of its service. Supplying major retailers, top-rated hospitality groups, and independent buyers across South Africa, the business has built trust through dependability, quality, and consistency.

"The aim of our game is to give our customers service. They've got high paying customers, so when they order something, there's no letting down our customers. We need to ensure they get exactly what they want when they want it, and that is what we really focus on. So we're a very customer-centric business." – Nick Wood, General Manager at Matumi Fresh,

With a team of around 100 employees and a fleet of 30 delivery vehicles — with more on the way — Matumi Fresh's operation runs at pace, serving a demanding network of clients who expect precision and reliability in every order. The business currently has 13 active users on Microsoft Dynamics 365 Business Central, ensuring that daily decision-making is supported by accurate, real-time data.

Behind the scenes, however, the customer-first philosophy had become increasingly difficult to maintain. Rapid price fluctuations, manual updates, and siloed legacy systems meant Matumi Fresh risked losing control over the very efficiency that had set it apart.

THE CHALLENGE: WHEN MANUAL PROCESSES MEET MARKET VOLATILITY

Before working with Braintree, Matumi's operations were split between the warehouse and the back office: two teams connected by spreadsheets and workarounds. Fresh stock and shifting prices were a daily reality, but without an automated system, even minor updates could throw off the workflow.

Limited visibility made it difficult to trust inventory data, leading to unreliable costing and inconsistent margins. As the business expanded, the gaps in its legacy system became impossible to ignore.

Eben Prinsloo, Senior Functional Consultant for Business Central at Braintree, explains:

"From the analysis we did, the biggest concern was in regards to their costing. On their legacy system, they couldn't really trust their costing because they didn't have visibility on how accurate everything was. The main focus of the implementation was stock control, to make the control a lot smoother for them, and to get accurate costing they are confident in."

According to **Nick**, "Initially we had an on-premise system. The biggest thing for us was our inventory management, especially from a cost accounting point of view, because our inventory is moving so quickly. Our previous system wasn't able to keep up with what we were doing."

A PRAGMATIC LEAP TO THE CLOUD

Matumi's decision to move to the cloud was driven by practicality and functionality. They had experimented with a combination of on-premise systems and cloud tools, but sought a unified platform that could scale as fast as their market was moving. Customer demands were growing and Matumi had to evolve to meet them.

A recommendation from a fellow produce distributor turned their attention to Microsoft Dynamics 365 Business Central: a cloud-based enterprise resource planning (ERP) solution that could connect finance, inventory, and operations under one roof. Having seen Business Central in action, the Matumi team

realised how much they stood to gain from the solution.

"Our first pilot was through a friend of mine who worked for a fresh produce trading company and they were on Business Central. He moved to another company and they were using a different solution at the time. And now that company is moving to Business Central. We [then] started investigating Business Central." – Nick Wood

For Nick and his team, it was about creating a reliable backbone for growth.

IMPLEMENTATION: STANDARD FIRST, WITH MINIMAL CUSTOMISATIONS

From the outset, Braintree and Matumi agreed on a simple principle: use Business Central as standard wherever possible.

As **Eben Prinsloo** puts it: *"They did not go overboard with complicated processes or developments. We stuck to standard, out-the-box, with only two customisations."*

That approach shaped the four-month go-live. Early site visits and planning sessions aligned both teams on immediate priorities — inventory visibility and automated pricing — and avoided scope creep. The team moved

quickly, with transparency and frequent check-ins, keeping the build clean and maintainable.

Eben's guidance to Matumi captured the philosophy behind the project:

"What I always tell customers is to try the standard system and first see what the system can do for you. Your priorities will change once you start using the system. Because a lot of the things you want us to develop you will get out of the system by standard."

BUSINESS CENTRAL IN ACTION

With Business Central, Matumi gained real-time visibility into every stage of its operations, from supplier costs and stock movement to customer pricing and delivery schedules.

Key features that delivered measurable impact included:

- **Automated price updates:** Daily pricing fluctuations are now handled automatically within the system, ensuring consistent margins and eliminating manual recalculations, saving two to three hours each week.
- **Inventory accuracy:** Integrated tracking provides a single version of the truth, allowing Matumi to make informed purchasing and fulfilment decisions.
- **Profitability insights:** Accurate costing data has improved gross profit margin, according to Matumi's CFO, Gert Bouwer.

- **Cloud accessibility:** Teams can now collaborate from anywhere, with secure access to live data, eliminating dependence on physical servers.
- **Future-ready architecture:** Jarred Smits, Sales Executive (Business Applications) at Braintree, says that built-in integration with Power BI and readiness for AI-driven forecasting give Matumi a foundation for long-term innovation.

"If Nick ever wants to scale the business into a conglomerate with international trade, by all means go for it. The system will stand the test of time because of the research and development and funding that Microsoft's pouring into Microsoft Business Central. This will obviously lend itself to future proofing the business in terms of its foundational operations." – Jarred Smits

BUILDING A ROADMAP FOR THE FUTURE

Matumi's digital transformation didn't end with the implementation. In tandem with Braintree, Matumi now has a proactively structured roadmap to follow. This will drive continuous improvement and optimisations to support growth and scalability going forward. Regular reviews ensure that new Microsoft features are evaluated and adopted before licence renewals, turning technology management into an ongoing pre-emptive strategy rather than a reactive process.

Next steps include **AI-driven forecasting** through Copilot and **advanced data analysis** via Power BI, aimed at improving demand planning and reducing waste.

Nick and his team are excited about the future of the business and the ongoing partnership with Braintree: "I think we've got a massive Swiss army knife", he said. "We're ready to rock'n'roll with it, and it's forever evolving. I think this is an aspect that I really enjoy about this Microsoft product: There really is no limit to what we want to do."

A PARTNERSHIP ROOTED IN PEOPLE

For Matumi, the success of the project was technological and personal. From the outset, both teams recognised a shared work ethic and mutual respect that shaped the experience from design to deployment.

Nick recalls: "From the very beginning, the Braintree team and the Matumi team got on so well, and we were just so happy with how professional they were."

That people-first connection became the foundation for open communication and genuine collaboration. Nick adds: "I think I asked Eben about 50 times on one topic, and his kindness and patience were incredible. And it was just so nice to have a team that we worked with that was always open to helping, always available and very patient. It was really great."

From Braintree's side, the feeling was mutual.

Eben emphasised that collaboration was the project's greatest strength: *"A key word for me for this project is partnership. Their attitude made this a success."*

He added that Matumi's commitment levels went beyond expectation: *"As we worked through the bigger companies, they would take that knowledge and apply it to the smaller companies themselves. A month before we went live, they [Matumi] went live with all the smaller companies on their own. This speaks to the type of people they are. When it's go time, they put in the work and get it done."*

Together, the teams created a culture of accountability and respect that extended beyond project delivery. What started as an implementation has become an ongoing relationship defined by shared goals, transparency, and care — a reflection of Braintree's ethos: "Your success, our commitment."

OUTCOME

Today, Matumi Fresh Group operates with sharper accuracy, faster insights, and renewed confidence in its operations. What started as a technology project has evolved into a collaborative partnership; one that continues to grow alongside the business.



PRODUCT & SERVICES PROVIDED:	Matumi Fresh Group
ORGANISATION SIZE:	100 employees and 30 delivery vehicles.
INDUSTRY:	Fresh produce and wholesale distribution
COUNTRY:	Mpumalanga, South Africa
BUSINESS NEED:	Microsoft Dynamics 365 Business Central

For more information, visit us at
braintree.co.za

29 Scott Street, Waverley, 2090
PO Box 369, Rivonia, 2128
South Africa

Tel: +27(0)11 455 6248
enquiries@braintree.co.za

