

## Case Study

# Alliance Group significantly improve efficiency and reduce turnaround time

## Overview

Alliance Group is a world-class food company, 100% owned by skilled and passionate New Zealand farmers. Renowned for producing the finest quality free-range, grass-fed lamb, beef, venison, and co-products, Alliance exports its award-winning red meat products to more than 65 countries worldwide. With a strong commitment to ethical production, environmental sustainability, and animal welfare, Alliance delivers a premium product portfolio that is naturally nutritious, tender, and hormone-free. To match their world-class product with world-class processes, Alliance Group sought to optimise their export documentation workflow. With complex documentation requirements and the need for high accuracy, speed, and compliance across multiple global markets, Alliance worked with TradeWindow to enhance efficiency, reduce manual work, and support their evolving supply chain strategy.

## The Challenge

### Reducing manual workload while improving efficiency

Alliance faced challenges related to manual and fragmented export documentation processes. Generating certificates of origin was time-consuming, often requiring hours to complete. Document approval and dispatch cycles were lengthy, which directly impacted the company's ability to secure timely payments and manage cash flow effectively. Additionally, inconsistent processes across departments led to a lack of visibility and coordination among team members. The absence of standardised forms also contributed to a high volume of internal queries, further straining team resources and affecting operational efficiency.



## The Results

**80%**

improvement in  
productivity

Tasks previously  
taking up to an hour  
now take 5–10  
minutes in Prodoc.

**50%**

reduction in  
turnaround time

By processing  
documents through  
Prodoc and sharing  
these via Cube.

**25%**

drop in internal  
queries

Customised  
document templates  
improved team  
efficiency & accuracy.

**15hrs**

of work saved  
each month

Using Origin,  
compared to the  
previous COO  
request process.

## The Solution

### TradeWindow Prodoc, Origin and Cube

By implementing TradeWindow's integrated suite of solutions - Prodoc, Origin, and Cube, Alliance was able to overhaul its export documentation process:

- **Prodoc** standardised and accelerated their export document process;
- **Origin** automated and sped up the creation of Certificates of Origin;
- **Cube** enabled fast, secure document sharing with overseas buyers and stakeholders.

Together, this solution created an integrated digital workflow that supports Alliance's global operations and high standards of quality and compliance.

“**The implementation of Prodoc, Origin, and Cube has delivered significant benefits, including improved process visibility and traceability, streamlined export document generation, reduced manual labour, elimination of inefficient workflows, and a decrease in rework.**”

***Danilo Bortolan, Export Documentation Manager, Alliance Group***

## The Results

### Operational Gains

Alliance has seen productivity gains since their team began attending regular Prodoc workshops. Their document generation became significantly faster, more accurate and more efficient. Generating a complete set of documents that once took up to an hour can now be completed in just 5 - 10 minutes using Prodoc, an 80% boost in productivity. The automation of the certificates of origin process alone has saved the team approximately 15 hrs per month.

### Improved Turnaround Times

With Prodoc and Cube in place, Alliance has streamlined its documentation process, cutting average turnaround times. This has allowed for quicker submission of export documents to customers. Danilo Bortolan, Export Documentation Manager at Alliance Group noted that processing a complete set of documents through Prodoc and sharing them via Cube, helped to achieve a 50% reduction in average turnaround time. Faster documents mean earlier cashflow cycles, giving Alliance quicker access to funds and reducing reliance on external financing. By accelerating payments, Alliance can reinvest capital back into operations more efficiently and avoid the costs associated with loans at higher interest rates.

### Enhanced Accuracy and Workflow Efficiency

The introduction of customised templates has led to a 25% drop in internal queries, enhancing accuracy and enabling better customer handover. Additionally, automating digital certificates of origin via EDI, has reduced processing times by up to 15 hours per month, removing inefficient workflows, and decreasing the amount of rework required.

“**TradeWindow stands out as a best-in-class provider of export documentation management, delivering tailored, cutting-edge solutions that perfectly align with Alliance's needs.**”

***Danilo Bortolan, Export Documentation Manager, Alliance Group***

**Contact us to find out how you can also benefit from simplified export processes:**

customer-success@tradewindow.io  
[www.tradewindow.io](http://www.tradewindow.io)

