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Erica van der Heyden - Finance Manager, Karl Davidson - Senior Systems Consultant (Zeal Systems), Sean Moldenhauer - Commercial Manager

BETTER EGGS OPTIMIZES OPERATIONS WITH ACCREDO AND ZEAL SYSTEMS

Better Eggs, a family-owned business with over 700,000 chickens, is one of New Zealand's leading suppliers of fresh eggs, providing products to numerous retail stores and smaller operators across the country. Managing the complexities of such a large-scale operation requires advanced tools and reliable support, which Better Eggs has found in Accredo's business management software and the expertise of [Zeal Systems](#).

In a recent interview, Sean Moldenhauer, Commercial Manager, and Erica van der Heyden, Finance Manager, shared how Accredo and Zeal Systems have been essential in streamlining their operations, improving efficiency, and maintaining their high standards of service.

From Legacy Systems to Modern Solutions

When Better Eggs first started, they relied on a legacy accounting system, which, according to Erica, offered only basic functionality. However, as Better Eggs expanded—integrating three family companies and managing several retail partnerships—they needed software that could handle more complex requirements. This shift led them to Accredo, which provides a fully integrated accounting software solution that is both customizable and scalable.

Sean, who previously worked with ERP systems like Great Plains and Microsoft Dynamics NAV, said, "Accredo has proven to be effective and meets Better Eggs' requirements. It is well suited to our needs."

BETTER EGGS OPTIMIZES OPERATIONS WITH ACCREDO

AND ZEAL SYSTEMS ... CONTINUED

Accredo's flexibility has allowed Better Eggs to manage multiple entities under a single system, simplifying reporting and enhancing operational oversight. "It's all brought into one instance, making things even easier to manage," Sean added.

Automating and Streamlining with Mobile Solutions

One of the game-changers for Better Eggs has been Zeal's configuration of Accredo to support mobile Zebra devices used across their operations as a mobility solution. The devices enable real-time stock control, order picking, and inventory transfers right from where the action happens, which previously required time-consuming, manual processes. "It's enabled so much more automation and no more paper-based systems," Erica explained. "We can see everything in real-time, which helps with accuracy for orders and delivery."

This increased automation ensures that products are accurately tracked from packaging to delivery, a vital feature for a business dealing in perishable goods. "Every scan of the product links back to the original product detail," said Sean. This linkage extends to packaging materials as well, which they source both locally and internationally, and which are now managed through the same streamlined process.

Real-Time Insights for Better Decision-Making

Accredo's robust reporting tools allow Better Eggs to track financials and operations in real-time, giving them valuable insights for business decisions. Historically, Better Eggs struggled

to pinpoint their true average selling price (ASP) due to varied settlement terms and discounts with retailers. Zeal Systems helped customize ASP reporting, enabling Better Eggs to monitor end-sale prices across all their deals, resulting in more accurate financial tracking. "Unlike before, we have improved the accuracy of our ASP and we now always know our selling price, which is a huge improvement," Sean noted.

Erica emphasized the importance of having access to timely data: "The access to timely data allows for faster and better decision making. You no longer have to wait... you can trust the data that you're seeing." This ability to access reliable financial and operational data at any moment has been crucial for managing their large-scale retail relationships.

Simplifying Order Processing with Data Exchange Integration

Accredo's Data Interchange capabilities have allowed Zeal to streamline the order process for Better Eggs' major retail clients. Previously, the sales team had to manually enter orders, a time-consuming task, especially with hundreds of daily orders from Woolworths and Foodstuffs alone. Now, large retailers' orders are automatically received in Accredo each morning, allowing the team to focus on fulfilling orders rather than entering data. "It's more efficient and less time consuming," Sean said. "We can immediately allocate stock and hand over to operations to start picking and delivering."

This automation extends to Better Eggs' third-party delivery partner, who now receives live data on shipping requirements, including the number of pallets needed to be delivered each day. This integration between Accredo and logistics ensures seamless communication across the supply chain.

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BETTER EGGS OPTIMIZES OPERATIONS WITH ACCREDO AND ZEAL SYSTEMS CONTINUED

Customized Ordering for Smaller Operators

While major retailers make up the bulk of Better Eggs' business, they also serve smaller operators across New Zealand. To support these clients, Accredo worked with [Native Software](#) leveraging their system "integraSell" to help Better Eggs create an online ordering portal integrated with Accredo.

Smaller operators can log in, place orders, and self-serve their account management. "It's been a huge efficiency gain for us," said Erica. This setup has freed up the customer support team from manually processing orders, allowing them to focus on higher-value tasks.

Accredo's customization capabilities also ensure that smaller clients only see products relevant to their business, helping Better Eggs manage diverse customer needs within a single system. "We now have a more streamlined sales support team, thanks to the efficiency we gained," Sean explained, as most routine orders are managed digitally.

Strong Support from Zeal Systems

For Better Eggs, the relationship with Zeal Systems has been an invaluable part of their journey with Accredo. Karl Davidson, Senior Systems Consultant at Zeal, has been a key support figure, always responsive and willing to help solve problems or enhance functionalities. "In my opinion, he's fantastic and great to deal with as a business partner," Sean said, adding that, "the longest I've ever waited for Karl to return my call was 15 minutes. He is very responsive and helpful to our team."

Zeal Systems' support extends beyond just resolving issues; they've helped Better Eggs fully leverage Accredo's capabilities. Recently, Zeal assisted with Power BI integration, enabling Better Eggs to extract and analyse data even more efficiently. "We're mimicking what's been done with Accredo to bring those insights into BI, keeping reporting consistent and valuable," Sean explained.

A One-Stop Shop for Business Management

Accredo's business management software serves as an all-in-one solution for Better Eggs, encompassing accounting, inventory management, sales, and customer support. Erica summed it up well: "Accredo is our one-stop shop. There's so many modules in there, and you don't have to have separate sign-ons for everything. It's all there at your fingertips."

For Better Eggs, the journey with Accredo and Zeal Systems has been transformative, enabling them to operate at a higher level of efficiency, accuracy, and insight. As the business continues to grow, Sean and Erica are confident that Accredo will grow with them, adapting to their needs and supporting their mission to deliver quality eggs to retailers and households across New Zealand.

Better Eggs' experience with Accredo and Zeal Systems highlights the power of a flexible, scalable business management software solution that adapts to unique industry needs, transforming operations, and paving the way for growth.

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