

# MYOB Advanced

Client Otaika Valley Free Range Eggs | Location NZ  
Product MYOB Advanced | Industry Food & Beverage, Distribution



## More growth in store

Otaika Valley Free Range Eggs produces and supplies eggs to businesses all over the North Island, including major supermarkets, McDonalds and My Food Bag. After rapid growth, the company went looking for a replacement for their existing manual system – it wasn't long before they found MYOB Advanced.

## Problem

### Manual inputting holding back growth

Owned and operated by the Sandle family for three generations, Otaika Valley has been producing free range eggs since before it was fashionable. As demand spiked in recent years, so did Otaika Valley's growth. That's undeniably a positive thing, but their manual systems were struggling to keep up.

As account manager William Sandle says, the company had outgrown their previous system, and needed better reporting and automation as they grew. "We were using QuickBooks, so that was a lot of manual input," he explains.

Another crucial missing element for the company was EDI – electronic data interchange, used by Countdown to automate sending and receiving documents – which reduces manual intervention, errors and duplication. Without it, the company was struggling to keep up with growth.

"Slowly, as we grew to more stores there were more orders every day, but with QuickBooks we could never do EDI," says William.

**"We were using QuickBooks, so that was a lot of manual input and no EDI"**

## Solution

### An easy interface – and everything they need

The company set out to search for cloud-based alternatives. William says they looked at "heaps of different systems" including Oracle and NetSuite but could see that MYOB Advanced was the obvious choice.

"It is quite easy to use, with a good interface, and does everything we need and more. The other ones we looked at were so technical, and too complicated for what we needed."

A valuable customisation implemented by an MYOB business partner makes Advanced even more useful for the company. "They customised the system to create Standing Orders – we really needed that to go live, so we were stuck without them," William explains.

The EDI connection, which is a commercial requirement from Foodstuffs and Progressive's supermarkets automates their order processing.

William confirms: "All our orders come in automatically, and once we release the invoice it's all done automatically."

**"All our orders come in automatically, and once we release the invoice it's all done automatically."**

## Outcome

### Lifting the veil on company data – and unlocking growth

Since implementing, the company has doubled in size – a speed of growth that has been facilitated by Advanced. “It’s great,” says William. “Before, we didn’t know what our average price was or any of that. It tells us how we’re doing, so we focus on areas where we’re falling behind. We can do so much with Advanced that it can help us keep growing.”

William says Otaika Valley is “really happy” with Advanced, pointing to the time savings from automation as one key advantage. Accuracy has improved across the whole distribution chain too. “The automation is really good. We can do sales orders, picking run sheets, and we can use the data however we like,” he says.

The system, says William, is a lot more reliable and flexible, allowing the company to drill down into sales data and easily create incredibly useful reports that will be instrumental to their growth. “By changing to an ERP system, we have everything – we’ve got reporting, we’ve got more of an overview of our business.”

Advanced is also making Otaika Valley’s picking and packing process simpler. With a custom run sheet developed by the same MYOB business partner, Otaika can immediately see whether or not they have the right stock to fill orders. “When all the orders are in, we run a report and it shows us how many boxes we need and where they’re going. And if we haven’t got enough boxes in the chiller, we can ask staff to run more on the grading machine to make the orders up. Previously we were manually handwriting out run sheets for the day, which was slower and not as accurate. Having that all automated has been really good,” William says.

It’s onwards and upwards for this busy family company, and they feel extremely well positioned for even more growth with Advanced. As William explains, MYOB Advanced has the capabilities to grow as Otaika Valley grows.

“There are no restrictions – we won’t outgrow it,” he says. “It’s got features we don’t use, but if we want to or if they become necessary, then we can. It’s got everything we need.”

**“By changing to an ERP system, we have everything – we’ve got more of an overview of our business.”**

Before	After
+ Manual data input and processes restricting growth	+ Automation saves time and improves accuracy
+ Lack of accurate reporting or oversight	+ EDI connection and reporting allows for simpler, more accurate picking and packing
+ Too much time spent on repetitive tasks	+ Customisation allows for Standing Orders