

Overview



Company
Hessels Poultry Farm,
Foxton

Industry
Agricultural industry:
Poultry producer & wholesaler

Customer Profile
Hessels Poultry Farm produces and distributes egg products into both the retail and wholesale market

Business Challenge
With increasing trade volume from a major FMCG customer, Hessels was required to comply with customer requirements and convert from paper to EDI systems, within a set timeframe.

Solution
Flow was installed as middle-ware, between the Hessels accounting package QuickBooks, and the Foodstuffs eXchange system.

- Benefits**
- Improved cash flow
 - Reduced accounting time
 - More regular data transfer
 - Increased data accuracy
 - Key account relationship protected
 - No customization of application required

EDI Case Study

“Flow explained the process properly, and we were pleased that it didn’t take as long as we had expected. Nothing was too hard or a problem. That was a big thing for us; the after sales service.”

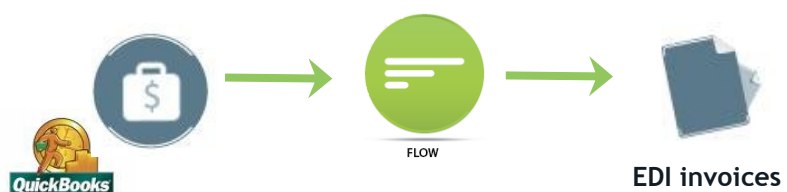
Sjoerd Dykstra
Owner Operator
Hessels Poultry Farm

Hessels Poultry Farm has customers throughout the North Island and provides a large volume of product to FMCG giant Foodstuffs (Wellington).

As part of Foodstuffs’ move to e-commerce, Hessels was required to make a change from paper to electronic invoicing.

Enter Flow Software, and the project went from inception to successful completion in just two months, with minimal impact to the farm’s operations, and measurable benefits measured in increased payment efficiency and data accuracy, and a stronger customer relationship.

Solution Architecture



Trading Partner

FOODSTUFFS

“Flow staff talked us through everything as they used remote access to work virtually on our screen, while we could watch. This made it very easy for us.”

*Sjoerd Dykstra
Owner Operator
Hessels Poultry Farm*

Situation

When a major customer places new requirements on continuing a relationship, you listen and respond quickly.

That’s the business challenge that Hessels Poultry Farm faced when it received the request from FoodStuffs (Wellington) to move to EDI. At the time both Hessels’ and Foodstuffs’ staff were spending a lot of time re-keying data from printed formats.

Hessels is part of Independent Egg Producers Cooperative Limited, and supplies major supermarket chains throughout the North Island. As a major supplier to FoodStuffs Hessels was being asked to modify its processes, within a set time-frame, to fit their customer’s electronic accounting requirements.

Solution

Flow Software estimated two months for the implementation, including testing, but made delivery in less time.

“Flow explained the process properly, and we were pleased that it didn’t take as long as we had expected,” says Sjoerd Dykstra, Owner operator, Hessels Poultry Farm.

“We were pleasantly surprised by the technical support peoples’ attitude to us. Nothing was too hard, or a problem. That was a big thing for us; the after sales service.”

Benefits

Cost saving

Flow was able to provide a solution at an attractive price

Timeliness

With Flow Hessels was able to meet the tight EDI timeframe

Improved cashflow

With increased transaction frequency, payment efficiency has improved

Improved data accuracy

Streamlined integration eliminates errors in both directions

Handling of large order volumes

Flow manages high volume processing without compromise

Improved customer trust

With data errors eliminated customer confidence grows

No requirement to replace technologies

Middleware shields ERP solutions from costly upgrades

The Future

Hessels is now able to set up EDI with more customers, through simple configuration of Flow.

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Published May 2009

For more information about Flow solutions for integration and EDI, call Flow today.

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