

**Grow your  
business,  
and your  
customers',  
with Accredo**

# Taking care of business

**Accredo is proven accounting and business management software, purpose designed for growing New Zealand and Australian companies.**



The key difference between Accredo and competing business software packages is Accredo's over 30 year history of caring for its customers. An amazing 50% of Accredo customers have been using the software for more than 12 years – upgrading at their own pace, according to their own business needs.



## Why become an Accredo reseller?

**This booklet profiles four Accredo resellers. These case studies explain why they remain loyal to the product and what their customers can achieve by using it.**

Accredo's resellers are made up of chartered accountants, business software consultants and computer support experts. Some of the more than 80 that represent the software have been with Accredo since the firm began.

Accredo improves business flexibility because the software can be tailored to better match the specific business processes of each customer. Accredo resellers help customers run their business the way they want to and enable them to maximise their growth opportunities.

For more information about how to become an Accredo reseller please phone **Ian Crates** on **1800 233 916** or email [ian@accredo.com.au](mailto:ian@accredo.com.au)



**“Becoming an Accredo reseller was a real breakthrough for my business. The software is so flexible I can tailor it to suit the specific needs of all my customers.”**

Jason Weaver, Founder, Zeal Systems.

## With Accredo we never get stuck for an answer

**Jason Weaver, the founder of business software systems supplier Zeal Systems, knows the problems growing organisations encounter when they attempt to introduce new business processes. As a trained chartered accountant he has tinkered with many different accounting software packages – trying to stretch their functionality to incorporate different ways of doing business.**

“I enjoy system project work,” says Weaver. “Figuring out how to automate repetitive daily tasks and reduce manual intervention is one of the key ways we help businesses prosper. It is one of the reasons why we love Accredo – its flexibility in this area is second to none.”

As a chartered accountant with computer skills Weaver was often involved in developing cost models for businesses and tailoring systems to better match the way individual organisations operated. “But unfortunately, with most accounting packages the inflexibility of the software becomes a problem very quickly and is a barrier to fast and effective business change.”

In the late 1990s Weaver capitalised on his accountancy and computer skills by establishing Zeal Systems with the aim of implementing business software systems that could add real value to the day-to-day activities of growing New Zealand and Australian businesses.

“Becoming an Accredo reseller was a real breakthrough for my business. Instead of spending lots of time fixing errors and bugs in software, which I had to do with other accounting systems, I could focus on tailoring the system to fit the business, and use Accredo to tick off the specific requirements each of my customers had.”

Weaver says with Accredo he rarely gets stuck for an answer. “With other less flexible software packages, the capability to accommodate different functions or non-standard ways of operating dries up pretty quickly and we would have to start building something separate from the core accounting system – or simply say, ‘no, that can’t be done.’”

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## With Accredo we never get stuck for an answer...continued

But with Accredo, Weaver says he can mould the system around the needs of the business. "This is a huge advantage. Matching the system to the processes that a customer wants to undertake is a powerful catalyst for change. Whereas forcing the business to operate the way an off-the-shelf system functions is a recipe for failure."

Zeal has grown to the point where the business now supports over 60 Accredo clients based in New Zealand and Australia. Weaver says the only thing his clients have in common is a desire to do things their own way.

"Many of our clients have been looking for a system to meet a specific need, but haven't been able to find it. They may need to accommodate complex transactions or simply a bespoke process that off-the-shelf systems can't handle. Very often they are resigned to having to join two or three systems together to achieve their goal."

Weaver says that's when they are glad to be introduced to Accredo, because it meets their needs without them having to go to the trouble and expense of integrating several different systems.

"A demonstration of the flexibility of the Accredo software is enough to convince customers that it is going to provide the necessary time-saving or functional improvements. If we do need to integrate Accredo with a secondary system we aim to make it as dynamic as possible, so there is no manual importing or exporting of data – and thankfully the Accredo software is designed to make that easy to achieve."

Weaver says many of his customers are importers, wholesalers or distributors of some variety and software that can help reduce manual data input is often what they are after.

"I have a food distributor customer who wanted a more dynamic way of linking the sales he made to customers on the road back to his core accounting system. In his previous system the integration was very clunky, but with Accredo the orders come back from mobile devices and the transactions are automatically created in the system – an improvement

that his helping him save a great deal of time because it has eliminated all the rekeying that had to be done at the end of each day."

Getting institutional knowledge out of the business owners' heads and into the system in the form of rules and procedures is key to giving them more control over their day-to-day activities, says Weaver.

"As a business grows, the owner has to try and keep more and more balls in the air. Maintaining control and visibility of all the activities becomes increasingly difficult if you can't automate key activities and manage by exception.

"Real value can be added when you can codify that type of knowledge within the system. With Accredo you can create rules, procedures and alerts to ensure the repetitive tasks that make a business tick over smoothly are completed correctly – no matter who is undertaking them."

The robustness of the Accredo system is a comfort to customers says Weaver. They know that whatever he designs the software to undertake from a project perspective, it will not impact the underlying accounting rules in the Accredo system.

"Accredo is a solid accounting platform. It is strong on data extraction and allows us to concentrate on business process projects, rather than worry about getting the accounting procedures right – we know that is already taken care of."

Weaver often puts his accounting background to good use at customer sites, helping improve financial reporting. "The accounting knowledge comes in handy as I can interpret exactly what they want and ensure the reports we design in Accredo meet those objectives. We often work with financial controllers showing them exactly what they can get out of Accredo to help track cashflow and budgets."

In fact, he says it is not uncommon for him to end up working directly with his customer's accountant. "I find most accountants know a great deal about entry level accounting systems, but do not know a lot about higher spec systems such as Accredo. When they see what it can do in terms of reporting, and how it can be tailored to match the way a business owner wants to work they are very impressed. It's then by working together that we can achieve some good results for the business."

**"Accredo automates repetitive daily tasks and ensures they are completed correctly, no matter who undertakes them."**

Jason Weaver, Founder,  
Zeal Systems



**“Accredo is great for companies experiencing growth and those that have a range of challenges around implementing new business processes.”**

Bryce Gordon, Business Computer Services Manager, Staples Rodway.

## Accredo – an accounting system that gives business room to grow

**When it comes to crunching the numbers, a chartered accountant’s job is made easier when a client’s accounting software is ‘fit for purpose’ – appropriate to the size and nature of the business and providing information that business owners need to fulfill their strategy.**

Taranaki accountancy firm, Staples Rodway, knows this well. It provides a comprehensive range of business services that includes tax and audit, but also incorporates specialist advice on HR, valuations and investment – services that a standard accounting firm may not always provide. With a wide range of customers located throughout, Staples Rodway goes even further for its clients – it has an IT division that helps them with their information technology needs. Bryce Gordon, Staples Rodway’s Business Computer Services Manager, knows the importance of an accountancy system that can not only manage the books but provide the extra horsepower needed to guide a company’s growth.

“One of our key differentiators is helping customers select a financial management system that matches

their needs. You would be surprised how many systems out there are not straightforward from the accounting perspective. The last thing you want is a system that is confusing for both the business and the accountant. It is one of the reasons why we are an Accredo reseller. Accredo software has been put together by people who understand fundamental accounting principles.”

Gordon says Accredo is well maintained and supported, but best of all it fills a gap in the market between retail systems and big enterprise solutions.

“Classified as an intermediate system, it is flexible enough to service businesses experiencing growth, which often have a range of challenges around implementing new business processes. It is extremely robust and scalable and can support larger enterprises with multiple locations and high user numbers.”

Gordon says his firm often encounters clients using systems that are either too big for what they need, or conversely, lacking the necessary functionality to match the sophistication of their business.

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## Accredo – an accounting system that gives business room to grow...continued

“One of the key things we tell customers is that it’s not the size of a business but the requirements that should drive the decision as to which accounting system to implement. You can have a large business with simple business requirements.”

Gordon says it is understandable that business owners often visit retail stores and buy off the shelf systems which can be implemented by the customer.

**“Accredo is good at taking care of repetitive tasks which speed up processing and reduce the need for manual intervention.”**

Bryce Gordon,  
Staples Roadway

“Unfortunately some customers come unstuck with that approach. We support clients around the choice of their system and provide them with a more strategic buying strategy when it comes to software selection.”

Staples Rodway likes to fit the client to the product and Gordon says Accredo understands and supports that approach.

“Sometimes those systems are perfect for the customer, but often clients require more flexibility and we try and ensure they have a system that can cope with changing needs.

Growing businesses need to be nimble in the way they operate and we often suggest Accredo in these instances because it is flexible enough to adapt to change and moves with the latest technology.”

The security profiles in Accredo are a good case in point, says Gordon. They can be locked down or opened up depending on the status of the particular user. “Certain pricing information can be sensitive and having the ability to turn that on or off depending on who is in the system is extremely useful to business owners. It provides them with granular control, and the customisations needed to achieve it can be made out of the box – they don’t require any specialist programming or system knowledge.”

Accredo excels when it comes to the way it can be tailored to meet each individual customer’s needs for reports, calculations and transactions, says Gordon.

“It has the capability to capture information and produce reports that you would normally only find in a more expensive system. The Form Designer and Table Designer modules allow users to create custom fields and in conjunction with Report Designer provide great bang for buck for financial reporting needs.”

He says Accredo is good at taking care of repetitive tasks which speeds up processing and reduces the need for manual intervention. The advantage of this is it allows more time for the client, and Gordon, to focus on the strategic needs of the business.

“The more the basic accounting and administration actions are automated the more we can add value by focusing on business performance.”

Staples Rodway already acts as a ‘virtual’ chief financial officer for many clients. On the back of the accountancy and IT support it delivers for clients to run their business smoothly, it also leverages the information available in the accountancy system to offer strategic financial and business development advice for the company.

“It’s a model we are looking to grow, but it only works with accounting systems that allow us to access the key data efficiently. If you can create reports easily – as Accredo allows us to do – you can identify the problem areas of the business and provide some guidance as to how to reverse negative trends and capitalise on opportunities for improved profitability,” says Gordon.

# The Accredo difference

- **Powerful but simple reporting:**

With Accredo you have the flexibility to extract information tailored to suit the requirements of your business. Create high level summary reports, consolidate information across business divisions and drill down into detailed performance data – quickly, effectively and at a fraction of the cost of other reporting tools



- **Easy access to marketing information:** Accredo's accounts receivable ledger provides a rich customer database for marketing purposes, allowing firms to comprehensively manage customer and sales information. Clients can communicate with customers, whether it be with special offers and promotions, or to solve credit problems before they get out of hand

- **Prepare for success:**

A system that works well for one user may struggle when another three or four users are added. Accredo runs equally well for small and medium sized businesses. It scales, handles multiple concurrent user sessions and is able to cope with the increasing volumes of data created by a growing business



## Interested in becoming an Accredo Qualified Support Person?

- Accredo sells its software exclusively through Qualified Support People (QSPs) – business and IT specialists who are trained in consulting, implementation and ongoing software support
- Accredo has over 80 resellers representing the software around Australia and New Zealand, many of whom have been loyal to the company since the firm began
- If you would like to learn more about becoming an Accredo QSP, please phone **Ian Crates** on **1800 233 916**



For more information contact us at 1800 233 916 or visit [www.accredo.com.au](http://www.accredo.com.au) and sign up to our newsletter.

