



## About vSync

vSync provides integrated EDI and trading partner compliance solutions for small to medium sized companies in a wide variety of industries. Since 1989, we've been helping companies meet supply chain requirements by providing industry-compliant EDI solutions, industry-leading EDI consulting, training and implementation services to the Microsoft Community. vSync solutions offer turn-key compliance solutions that leverage your investment in Great Plains and other applications, to provide the agility your organization needs to meet and sustain supply chain excellence.

## The Boppy Company Supports Clients and Babies with vSync's EDI for Microsoft Great Plains

### Company Background

The Boppy Company, located in Golden, Colorado, is the golden child of founder Susan Mathews. A major player in the Baby Products industry, The Boppy Company is well known for its award winning infant support pillows, and infant play products. A four-time winner of the American Baby Best of the Year Award, The Boppy Company has enjoyed great success and recognition for the development of innovative baby products. From its inception, The Boppy Company has been about balance — balancing work and family, and balancing technology investment to best support customers. Employees of The Boppy Company enjoy flexible work schedules and an open office environment where children can play, watch TV or just hang out when they are off school. Boppy's customers enjoy excellent customer service and support too, as Boppy is able to quickly respond to their customer's changing business processes and requests.



### Business Need

The Boppy Company is no stranger to EDI. Fully capable to support retailers such as Meijer, Target and Toys R Us, their solution worked well but relied upon "rip and read" processes. Boppy's purchase orders as well as invoices were received by GENTRAN, Sterling's solution for EDI translation. These documents were then printed out, and re-keyed into Microsoft Great Plains, Boppy's accounting system. The Boppy Company wanted to reduce the amount of re-keying of orders and invoices and further reduce the amount of time it took to generate the Advance Ship Notice and its label.



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### **vSync Provides the Missing Link with EDI for Microsoft Great Plains**

"Linking GENTRAN to Microsoft Great Plains was exactly what we needed", said Nancy Roman, EDI Coordinator for The Boppy Company. "By implementing vSync's EDI for Microsoft Great Plains solution, we streamlined order processing from start to finish."

Today, The Boppy Company's purchase orders flow through the GENTRAN EDI translator and directly into the Microsoft Great Plains accounting system - eliminating the need for any re-keying.

"Whenever you need to re-key data", notes Renee Kasok of vSync, "you increase the risk of errors occurring during the transfer. Re-keying orders and other documents in the order process robs you of valuable time too."

"The process of not having to key in information has saved labor costs and has also cut down on errors because the information is automatically transferred." added Nancy Roman. "It has also helped to have more accurate purchase order information and invoicing amounts due to the cross checking of the vSync program."

### **Improved Efficiency Equal Better Service**

vSync's EDI for Microsoft Great Plains has also provided The Boppy Company with the benefit of quickly accommodating new customer requirements. Now, functional acknowledgements, advance ship notices, invoices, bar code labels and stock status reports are generated seamlessly by the connection of the two systems.

The driving force behind improving Boppy's e-business infrastructure is the need to keep up with the ever-changing requests of retailers.

"It is imperative that we are able to meet their needs, and stay competitive with current technology." said Roman. With vSync's EDI for Microsoft Great Plains solution, The Boppy Company will be able to maintain flexibility to easily accommodate changing customer requirements. Using the new solution, Boppy has been able to expedite electronic purchase orders and invoices over the Internet for one of their largest customers.

"We chose vSync because of their reputation in the market," explains Roman. "We contacted several vSync customers using the EDI for Microsoft Great Plains solution, and each were very happy with the results. It was important for us to work with a company that had Great Plains experience, and offered excellent customer service. The support from vSync has been outstanding. The staff is knowledgeable, friendly and very willing to get problems solved quickly."



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