

## From “Fair” to 99% - EDI Solution Spurs Growth

*A large manufacturer of baby furniture and products retools their EDI infrastructure to reduce charge-backs and position for expansion*

A international manufacturer of baby products needed to streamline EDI processing in order to achieve targeted business growth goals. Manual processes and non-compatible EDI platforms were causing six digit charge backs. The company chose to standardize on vSync EDI to tie warehouse operations with office operations to streamline the entire order process.

### Key Issues

Back in 2005 this company’s CIO was tasked with a full blown IT makeover in an effort to improve business conditions quickly. The company needed to streamline overall operations and position itself for international expansion. One of the key initiatives was to repair the company’s erroneous EDI solutions. The CIO was tasked with steering the company’s business operations out of the 6-digit vendor non-compliance fees which had become commonplace and stemmed from multiple operational challenges.

The first challenge was that obsolete hardware could not support high transaction volumes, which was putting a cap on business growth.

Manual processes revolving around EDI prolonged transaction processing time and yielded a high human error rate.

A cumbersome inter-departmental workflow added processing time and elongated the sales cycle, further exacerbating their ability to achieve their growth goals.

Customized EDI maps did not match their vendor’s requirements which resulted in rejected EDI documents of which charge-backs fees were applied.

Two very different and incompatible EDI platforms were used intermittently for sales orders. Both were difficult to operate by staff and caused frequent errors.

In 2005 the company’s volume truckload (TL, LTL) operations were well developed, but relied on time-consuming manual procedures. Their eCommerce channel was just beginning to develop, and also relied on human intervention. With a high error rate it was impossible to meet rigorous vendor compliance requirements without re-engineering workflow, optimizing processes and consolidating the solution platform.

### Problem Resolution & Results

The company’s CIO selected vSync EDI solutions to streamline inter-departmental workflows that better tied warehouse operations to office operations.

This manufacturer of juvenile and office high-end furniture sells it’s products through Wal-Mart, Bed, Bath and Beyond, Toy-R-Us, Sears, Target, Amazon, Kmart, CSN Stores, United Consumers Club and many small, independent retailers.

“We needed a scalable, robust and error-free platform to accommodate our EDI needs,” said the CIO. “After careful consideration and evaluation of numerous EDI operations, we selected vSync EDI solution for our enterprise.”

vSync’s solution, designed for unlimited bandwidth and EDI growth, was deployed on new servers with intense processing power. The CIO, working with key process owners in finance, shipping, logistics, warehouse operations, eCommerce, IT and inside sales re-designed workflows to more tightly align with their ERP system, Microsoft Dynamics GP.

vSync’s solutions are built specifically for Microsoft Dynamics GP, further aligning the ERP system to EDI to internal operations.

vSync’s extensive business rules engine worked along side the new streamlined business processes to achieve nearly perfect accuracy.

The CIO relied on vSync solutions to improve the company’s service level agreement window from fair to 99%, and also to develop a new sales channel for a recently acquired high-end furniture brand that was once their competitor. Today the company enjoys the benefits of their ability to establish just-in-time business operations and a foundation for the world class supply chain compliance operations both in North America and around the world.



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**vSync Products: vSync EDI**