REGAL ART & GIFT
MICROSOFT DYNAMICS GP INTEGRATION

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– Margie Carroll
Purchasing Administrator, Regal Art & Gift

BENEFITS

➤ Quick, worry-free onboarding of new EDI trading partners

➤ Rapid ROI

➤ Saves hiring "two or three additional staff, minimum" to enter order details manually into Dynamics GP
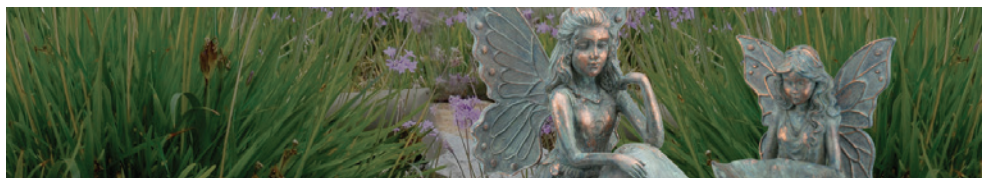
OBJECTIVE

➤ Implement a cost-effective, easy-to-use EDI system that provides seamless integration with Microsoft Dynamics GP

SOLUTION

➤ Web-based TrueCommerce EDI for Microsoft Dynamics GP, along with the TrueCommerce Scheduler add-on and optional support for warehouse documents deliver robust, scalable automation that streamlines order processing end-to-end

BENEFITS

➤ Makes it possible to do business with major retailers

➤ Seamless integration with Dynamics GP eliminates manual effort and potential errors while accelerating the order-to-cash cycle

BACKGROUND

Although an established company, this leading lawn and garden distributor is relatively new to EDI.

Regal Art & Gift is a recognized leader in the wholesale garden décor industry, with a catalog of over 800 items and growing fast. A family business founded in 1992 by a husband and wife team, this successful distributor has a strong commitment to service excellence for its many customers, which now range from small, independent lawn and garden shops to some of the world's largest retail chains.

When Margie Carroll, Purchasing Administrator, joined Regal Art & Gift in 2014, she immediately recognized the need for EDI as a prerequisite for doing business with major retailers: "I saw the company growing and growing, and based on twelve-plus years of experience with EDI at my previous employer, I encouraged them to get onboard with an industry standard solution that would not only put Regal in a strategic position to allow us to do business with major retailers; but one that would also allow us to grow effectively and efficiently. "

Ms. Carroll conducted a system analysis, comparing multiple EDI providers. Regal Art's key criteria for EDI were total cost of ownership (TCO), integration with their Microsoft Dynamics GP ERP system, ease of use, and vendor reputation. On that basis, she recommended TrueCommerce EDI, saying: "I recommended TrueCommerce because the web-based option made sense economically. I was familiar with how your system worked and knew the integration with Dynamics would be really seamless. Also I had a positive history with HighJump, so I knew I would be treated like their number one customer."

EXCELLENT SERVICE FOR BOTH NEW AND OLD CUSTOMERS

Regal Art is growing its EDI order volume at a planned, steady pace.

Regal Art initially built its business serving small garden and gift stores, many of which have been customers for decades. As they bring on bigger retail customers, Regal Art wants to ensure that those longstanding relationships with smaller retailers remain intact and thriving.
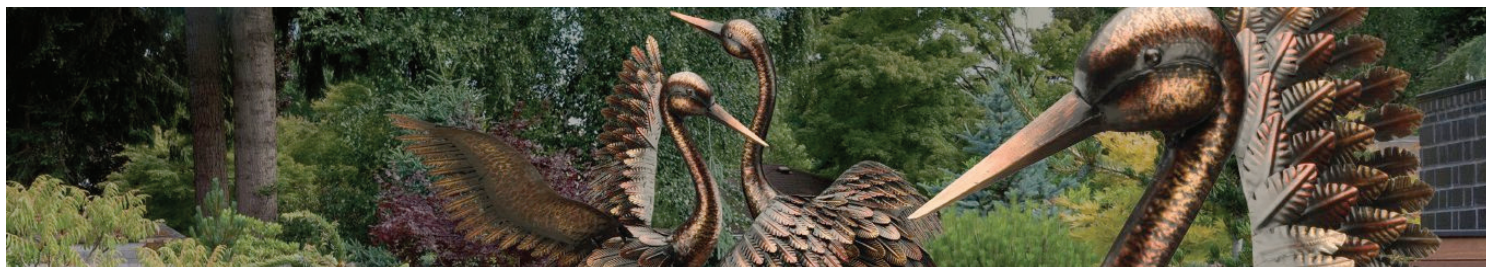
"We're slowly but surely adding more and more EDI trading partners," Ms. Carroll explains. From the very beginning we added 4 large retailers and then an additional 3 large retailers within the first 8 months of integration.

The new EDI trading partners' onboarding has been very smooth, and deadlines have never been an issue. "Often retailers are already setup with a TrueCommerce trading partner map," states Ms. Carroll. "In that case, we don't even have to ask the customer for specs or download them from a website."

The TrueCommerce vast industry footprint was an additional benefit.

"We've had trading partners tell us, 'Oh, you're doing EDI with TrueCommerce—you don't even need to do any testing.' This makes bringing on more than one new trading partner at the same time very easy," says Ms. Carroll.

With comprehensive automation and integration with Dynamics GP, "Nobody has to think about EDI," concludes Ms. Carroll. "That just frees up more time for us to bring new EDI trading partners onboard. The ease of the system and the seamless integration is so user-friendly. Business users who are responsible for day-to-day interactions with trading partners and our 3PL can use EDI with very little training from us."

IMPROVED SUPPORT FOR THIRD-PARTY LOGISTICS

Regal Art leverages TrueCommerce EDI for Dynamics GP to automate key transactions with its 3PL.

Regal Art does not maintain its own warehouse; they rely on a third-party logistics (3PL) provider. To optimize supply chain management and streamline fulfillment end-to-end, the distributor takes advantage of TrueCommerce's integrated warehouse/3PL support for Dynamics GP, an add-on module that supports two key warehouse documents:

➤ The outbound warehouse shipping order (940), which can be processed automatically from a sales order in Dynamics GP

➤ The inbound warehouse shipping advice (945), which can automatically create a delivery in Dynamics GP.

Further, Regal Art uses the EDI 945 to automatically develop the Advance Ship Notice (ASN/856)—giving them the ability to perform a quick turnaround and immediately send notifications to customers.

"We setup our 3PL in TrueCommerce EDI as if they were a trading partner, to facilitate sending orders back-and-forth," clarifies Ms. Carroll. "The 3PL fulfills and sends the 945 to us immediately, which allows us to send an ASN and invoice in real time. All of the EDI transactions are integrated with Dynamics GP."

GETTING MORE VALUE FROM EDI INVESTMENTS

The TrueCommerce Scheduler add-on improves efficiency even more.

Regal Art also takes advantage of the TrueCommerce Scheduler add-on, which automatically executes everyday tasks like importing and exporting EDI documents to and from Dynamics GP, based on predefined parameters. "We setup certain documents to go in and out of Dynamics GP without us even having to login and click on import and export." Ms. Carroll emphasizes. "It's a wonderful time-saver."

Ms. Carroll explains that, with the TrueCommerce Scheduler, "When we have an order that we need our 3PL to ship, we just drop it into the correct batch ID in Dynamics GP and we don't have to think about it anymore after that."
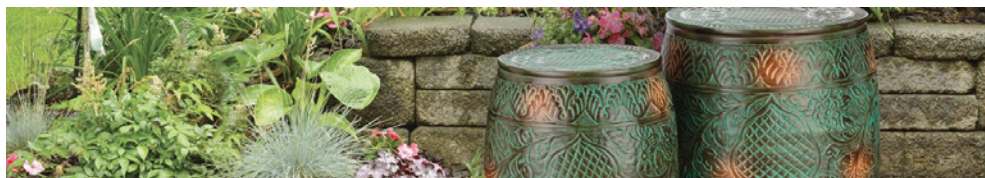
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EDI 945 documents processing was also simplified.

"When the EDI 945 documents come back to us from our 3PL, they flow through TrueCommerce. The Scheduler then exports them automatically from the EDI system to Dynamics GP. At that point we know right away that the order has shipped. It's very hands-off and flows really well," summarizes Ms. Carroll.

EFFICIENCY DRIVES ROI
The efficiency of integrated EDI and TrueCommerce Support frees up time and resources for strategic efforts.

From Ms. Carroll's point of view, "Support should be all about ease of communication and getting resolution as easily as possible. Everybody I've spoken with at TrueCommerce has been knowledgeable and helpful."

ROI was both fast and significant.

"EDI paid for itself within three to six months. If we didn't have TrueCommerce EDI we'd need to hire two or three additional staff, minimum," states Ms. Carroll.

ABOUT TRUECOMMERCE
TrueCommerce gives your business a competitive edge with simple, adaptable and cost-effective solutions that harness the power of our trading partner community. From the factory to the warehouse, from distributor to retail storefront, achieve new levels of business connectivity and performance from the world's most complete network.

Connect. Integrate. Accelerate.

THE TRUECOMMERCE TEAM IS HERE TO HELP!
If you have any questions regarding TrueCommerce, or how it applies to your business, our passionate, EDI focused team is here for you.

Call us today at 888.430.4489

www.truecommerce.com

CERTIFIED FOR
Microsoft Dynamics® GP

TrueCommerce
A HIGHJUMP COMPANY™