

# TrueCommerce's Fast, Easy Integration and Simplicity of Use Impresses Alabama Farmers Cooperative

## Objective:

- Deploy a simple, easily integrated and cost-effective EDI solution to interface with existing Microsoft Dynamics™ SL system.

## Solution:

A complete end-to-end EDI solution from TrueCommerce:

- **TrueCommerce Integrator™**: translation software converts data to and from the EDI standard into format useable by back-end accounting or business applications
- **Business System Plug-In™** (BSP) : provides EDI transaction mapping and integration to the business or accounting system
- **Electronic Partner Plug-Ins™** (EPP) : provide the mapping required to format EDI documents to the unique specifications of each trading partner
- **Electronic Labeling Plug-In™** (ELP) : automates the process of generating UCC-128 numbers and printing trading partner approved shipping labels

## Results/Benefits:

- Integration, from inception through testing, was completed in just a few days.
- Business productivity improvements with invoices, purchase orders, ASNs and acknowledgements
- Will be better positioned to work with other large, big-box trading partners.

*"It was by far the simplest EDI system to install and use that I've ever experienced."*

Tim Hazle  
Manager of Computer Services  
Alabama Farmers Cooperative, Incorporated

## BACKGROUND

### **New partnership and big-box customer requirements necessitated EDI implementation**

Alabama Farmers Cooperative, Inc. (AFC) is a regional federated, supply and marketing agricultural cooperative. Created in 1936, it is now one of the largest farmer-owned agriculture related businesses in the Southeastern United States.

In 2004 AFC switched from an in-house business system to Microsoft Dynamics SL. In 2006 AFC formed an LLC, BioLogic, with apparel and outdoor lifestyle company Mossy Oak. Mossy Oak and BioLogic required compliance with major customers.

## FINDING THE OPTIMUM SOLUTION

### **TrueCommerce EDI easily interfaced with existing system**

Tim Hazle, AFC's Manager of Computer Services, was tasked with procuring a simple and cost-effective EDI solution that would easily integrate with Dynamics SL. At a recent Microsoft Convergence conference, AFC met with representatives from Coalition Computing Corporation, a Microsoft Certified Partner that provides a Dynamics SL interface to TrueCommerce's EDI solution.

"Our FlexAbility™ EDI Link is a bridge linking Dynamics SL to TrueCommerce's EDI translator," said Coalition President Jim Johnson. "We offer a solution that provides an integrated interface between TrueCommerce's EDI package and AFC's accounting system and their trading partners, and do so with the same or better functionality than the Microsoft solution, at a much more cost-effective price."

"Coalition was able to offer us a system interface that was already written and would be easy to integrate," Hazle said. "We conferenced with TrueCommerce, who showed us their product. We loved the ease of use and how simple it would be to install and maintain. TrueCommerce did the testing for us, we were up and running in no time and with no problems. In fact, it was by far the simplest EDI system to install and use that I've ever experienced. Coalition and TrueCommerce were great to work with."

Johnson echoed Hazle's praise, adding, "With TrueCommerce Integrator, we interface with a single format rather than separate

transactions for each trading partner. TrueCommerce's Plug-ins make it easy to add new trading partners."

## **BENEFITTING FROM THE RESULTS**

### **Fast, seamless integration better positions company for future growth**

Seamless integration has had a positive impact on AFC's productivity regarding invoices, purchase orders, ASNs and acknowledgements. According to Hazle, his operations people are pleased with the simplicity of TrueCommerce's EDI solution. "There are no problems with putting in the orders, getting invoices out or making mapping changes," he said. "It's a lot easier to use than our previous system." Jason Rustin of BioLogic supported Hazle's comments. "Using the TrueCommerce system is easy and intuitive; I was using it after minutes of training," he said. "Importing and exporting documents to and from our ERP system is greatly improved over our previous EDI integration."

## **We make EDI painless.**

Since 1995, our mission has been to provide small to mid-tier companies with a comprehensive, end-to-end EDI solution that is easy to implement, robust and affordable.

TrueCommerce customers use our solution to exchange tens of millions of EDI transactions annually within a variety of industries, ranging from retail and banking, to healthcare and government.



ISV Software Solutions  
Microsoft Business Solutions



© 2001-2007, True Commerce, Inc. All rights reserved. TrueCommerce® is a registered trademark of True Commerce, Inc. Microsoft Dynamics is a trademark of Microsoft Corporation. All other trademarks are property of their respective owners.



[www.truecommerce.com](http://www.truecommerce.com)

12330 Perry Highway, Suite 200  
Wexford, PA 15090

p: 724.940.5520  
f: 412.586.2240