

# Blu Pharmaceuticals Sold on TrueCommerce's Easy, One-Stop Shopping EDI Solution

## Objective

- Deploy an easy to use, well supported and cost-effective EDI solution to interface with existing Sage MAS 500 ERP®.

## Solution

- Implement a complete end-to-end EDI solution from TrueCommerce.

## Results/Benefits

- Gained substantial business productivity improvements and reduced errors in virtually all aspects of order processing.
- Decreased time to manually enter orders and create invoices from hours to minutes, eliminating the need to hire additional personnel.
- Prevented additional costs to trading partners associated with paper copy processing.
- Reduces total cost of ownership by 30% - 60% compared to other third-party EDI providers because TrueCommerce's EDI solution offers all four major components for successful EDI under one roof: the network, translation software, integration with the accounting package or business system and ongoing support.

**"I really liked the fact that TrueCommerce could do most of the background and behind the scenes work for me. It was like one-stop shopping."**

Jenny Furlong,  
IT Coordinator  
Blu Pharmaceuticals, LLC

## BACKGROUND

**Exceptional growth and new, expanded facility created perfect timing and opportunity to implement planned EDI.**

Blu Pharmaceuticals, LLC manufactures, markets and distributes high quality generic pharmaceuticals at competitive prices and has experienced exceptional growth since its inception in 2006. The necessity to relocate its corporate headquarters and warehouse to a larger facility in Franklin, Kentucky also spurred the timing of implementing an electronic data interchange (EDI) system.

"We wanted an EDI system since the business started," said Blu Pharmaceuticals IT Coordinator Jenny Furlong, "but it wasn't feasible right away. However, it soon became apparent that we would need it and benefit from it since our business was beginning to grow. It was the right time."

## ADDRESSING THE ISSUES

**TrueCommerce's level of communication and willingness to handle the brunt of the work – including resolution of third party software glitches - made a great impression.**

"We were generally familiar with the benefits of EDI but we didn't have a lot of staff expertise," Furlong noted. "However, we pretty much knew what type of system we needed. Since we were using Sage MAS 500, we needed an EDI system that would integrate well with the business software, be easy to use, eliminate manual entry and the potential for errors, be well supported and, of course, be very cost-effective. The only real decision was to find the best solution for our company."

Blu Pharmaceuticals began its review of several EDI providers in the summer of 2007. They requested information packets, demos, and spoke with representatives to get a sense of how the EDI providers communicated with potential customers. "Compared to the other providers, it was much easier to understand TrueCommerce's information," noted Furlong. "The software demo was the easiest to use and understand. It also seemed like the implementation would require less work on my part, which was an important consideration in a small company where we all have many different roles."

"TrueCommerce also had the expertise to implement their system with our MAS 500 and we wouldn't need to bring in a third party, which another EDI vendor said they'd have to do," Furlong added. "I really liked the fact that TrueCommerce could do most of the background and behind the scenes

work for me. It was like one-stop shopping.”

Once the decision was made in late 2007, TrueCommerce began implementing the new EDI system in January of 2008. Though it only took two to three weeks to set up the system, there arose some unexpected server issues that were not created by the TrueCommerce solution. “Our orders were coming through the EDI system just fine, but server conflicts prevented them from properly getting imported into the accounting software. However, TrueCommerce worked very diligently to help resolve the issues for us. They communicated on our behalf to our outsourced vendors and everyone worked hard to get the updates in place. TrueCommerce was a great communicator for us.”

### **BENEFITTING FROM THE INITIAL RESULTS...**

**Extensive relationships with trading partners and significant time and resource reduction add to the Company’s satisfaction and willingness to recommend TrueCommerce’s EDI solution.**

Once the company’s various systems were communicating properly, the rest of the implementation went quickly and painlessly. “TrueCommerce was already working with our national pharmaceutical wholesalers,” noted Furlong, “so they already had the trading partner background work done.” She made the initial contact with the trading partners’ EDI managers, informing them that Blu Pharmaceuticals would be giving their information to her TrueCommerce representative for follow up. “Our rep handled everything from there. I did some minimal cross-referencing within MAS 500 but that was about it.”

Since then, the benefits of using an EDI system have been obvious. “We’ve saved a lot of time entering orders,” Furlong said. “We were spending about eight to nine hours a week on manual entry and now it’s done in minutes. It has significantly freed up time for the order taker to do other tasks.”

It has also created a savings in potential personnel cost. Said Furlong, “We were basically at the point where we would have had to hire another employee and we didn’t have to do that. The cost of implementation, even including our ongoing monthly costs, is considerably less than adding another employee salary.”

Timing of the EDI decision couldn’t have been better, said Furlong. “Though we weren’t getting pressure from our trading partners to convert to EDI prior to our decision, they’re now requiring EDI transactions from their business partners. Had we not already converted, we would have to pay to process our transactions using paper copies on a per-invoice basis, which would’ve added up fast. Not only did we avoid that cost, but we’re now getting payments from our trading partners more quickly. We can send out an order in the morning and an invoice that afternoon, so we’ve shortened the timeline for getting paid.”



## **We Make EDI Painless.**

TrueCommerce provides everything small to mid-tier companies need to fully implement EDI from one source.

Since 1995, our mission has been to make EDI painless by providing a comprehensive, end-to-end EDI solution that is easy to use, robust, and affordable.

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



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