CALI BAMBOO
NETSUITE INTEGRATION

"We have already achieved tremendous gains in productivity, and in terms of the ROI there is still great potential to deliver more, especially as we scale. With a modern and well-designed system and best-in-class NetSuite integration, TrueCommerce EDI is invaluable to our business."

– Chad Coffman
Director of Business Systems and IT, Cali Bamboo

OBJECTIVE

➤ Replace an underperforming EDI system with a new EDI solution that could enable rapid, sustained growth and meet the diverse and challenging EDI requirements of major home improvement retailers, 3PLs and drop-shipping scenarios

SOLUTION

➤ A TrueCommerce EDI integration with NetSuite that seamlessly delivers the scalability, automation and ease of use to manage fast-growing transaction volumes, along with responsive, expert service and support to quickly address trading partner requirements and evolving EDI needs

BACKGROUND

Fast-growing manufacturer of sustainable building materials relies on TrueCommerce EDI to sustain its growth and support multi-channel fulfillment requirements.

Cali Bamboo is a leading provider of sustainable, high-quality building materials, including bamboo flooring, fencing, plywood, poles, and recycled composite decking. The company services residential and commercial building projects across North America through various retailers and distributors, and also sells directly to contractors and "do it yourself" customers via their website.

Cali Bamboo is passionate about conceptualizing and producing innovative, modern design alternatives built on principles of durability and environmental integrity. Founded in 2004, the company has built a strong national presence and recognizable brand with a steady current of sales growth. In 2012 they introduced their GreenClaimed™ brand, debuting sustainably-sourced products such as cork, eucalyptus and recycled/reclaimed decking, which further spiked growth trends and increased potential for dynamic expansion.

Then the company ran into a bottleneck: an underperforming EDI system. According to Chad Coffman, Director of Business Systems/IT, and Mitch West, Business Systems Specialist, the legacy solution was becoming a bottleneck for Cali Bamboo's increasing sales volume.

Lack of seamless integration with big box retailers was the key issue.

"One of our key EDI integrations is with Lowe's, which requires many different transaction types and many different triggers per transaction type," Mr. West states. "Meeting Lowe's EDI requirements, which are well known to be some of the most demanding in the industry, was something our previous EDI vendor just could not complete."

TrueCommerce
A HIGHJUMP COMPANY™

Cali Bamboo
Innovation & Sustainability

BENEFITS

➤ On-demand scalability to confidently handle rapidly growing transaction volumes

➤ The ability to quickly and effectively meet the rigorous EDI requirements of Cali Bamboo's largest customer, Lowe's

➤ Support for EDI transactions required by 3PLs, freight vendors and suppliers, enabling shipping from Cali Bamboo warehouses, or via drop ship

➤ Responsive, knowledgeable support that enables "on-the-fly" adjustments to the EDI solution, allowing for a quick rollout and incremental improvements

➤ An easy-to-use, cloud-based EDI solution that integrates seamlessly with NetSuite

➤ A robust, modular EDI implementation that can easily address evolving business needs to support new EDI transactions, new trading partners and/or new integrated capabilities

Another hurdle was the legacy vendor's slow reaction time and poor service.

"A big issue with the EDI provider we had before was that their support was very unresponsive," recalls Mr. West. "It took anywhere from three to four days just to get an answer back from them on anything."

The Cali Bamboo team made a strategic decision: the company needed a new EDI service provider that could quickly implement a cloud-based integration with their NetSuite business system while meeting Lowe's EDI requirements and delivering the scalability and ease of use.   After a rigorous search, Cali Bamboo decided to go with TrueCommerce and adopted its EDI solution in early in 2015.

SMOOTH SWITCH
TrueCommerce got Cali Bamboo's EDI implementation on track in just weeks.

According to Mr. West, "The switch to TrueCommerce was very smooth. It took less than a month to get everything set up; then another week or so to iron out all the little details and sync up EDI with NetSuite."

The TrueCommerce integration team worked alongside Cali Bamboo all the way through the implementation process.

"TrueCommerce has been great at making adjustments on-the-fly for us," Mr. West adds. "Just after getting EDI set up with Lowe's, our business

relationship changed and expanded significantly and we had to make a lot of changes to our systems integration very quickly. Getting that done so efficiently was a big boost for our business."

"AWESOME" EASE OF USE
The "elegant" TrueCommerce integration lets business users work efficiently.

TrueCommerce and cloud-based NetSuite proved to be a winning combo.

"Having TrueCommerce EDI in the cloud alongside NetSuite has been amazing," offers Mr. Coffman. "Compared with our last EDI system, TrueCommerce has a far better interface—very easy to navigate, to pull reports, to setup automation, to map fields between EDI and NetSuite—it's a night and day difference. The biggest value, however, lies in the fact that we can insert the tooling into non-technical business processes, and non-IT users are able to easily do basic tasks. This makes our order workflow much easier to manage."

Mr. Coffman continues: "I've worked at big companies and I'd say TrueCommerce has the most elegant EDI solution I've seen, by far. It's an awesome solution that really enables a small company like Cali Bamboo to handle EDI easily, without the staff commitment that most companies require around EDI."

A WHOLE NEW LEVEL OF TRANSACTION THROUGHPUT

TrueCommerce has helped the manufacturer sustain ever-faster growth along with outstanding service.

Cali Bamboo has made the Internet Retailer Top 500 and Inc. 5000 lists of the fastest-growing U.S. businesses multiple times. "But especially since we started innovating our sustainable flooring products, we've just been growing like crazy," Mr. West observes. "Then once we picked up Lowe's, our transaction volume really started to blow up."

TrueCommerce has lived up to the challenge.

Mr. Coffman interjects: "We actually started running into performance challenges recently, and TrueCommerce was able to supercharge our integration, opening the pipeline so we could scale up and handle the additional load. That's been a huge part of the success we're having this year. Not only does TrueCommerce understand NetSuite and how to integrate with it, but they also have a really good handle on SuiteCloud Plus, a key technology for large scale integrations."

"Cali Bamboo's explosive growth requires rapid adjustments on the fly. Having a support team that is agile is not a luxury, but a necessity."

"They have the expertise to not only see what's coming and prepare, but also to consistently push out ad hoc requests. That's huge," asserts Mr. Coffman.

STREAMLINING MULTIPLE SHIPPING CHANNELS

Supporting a complex and evolving business model is no problem for TrueCommerce.

Besides transacting with Lowe's, Cali Bamboo uses the TrueCommerce solution to communicate with its two third-party logistics (3PL) providers, one on the east coast and one on the west coast. They also use EDI to transact with freight vendors.

"Every sales order or customer order that comes through our system goes to one of our two 3PLs," remarks Mr. West. "We send orders to them and they send order fulfillments back."

In addition, the company sends 850 outbound POs to a domestic supplier that manufactures their products and drop-ships them to customers. "We setup the 850 outbound PO transaction with them specifically because that order volume has been increasing," explains Mr. West. "When our supplier ships the product to the customer, they send us an 855 Purchase Order Acknowledgement, which fulfills the order in NetSuite that's tied to that PO. We then alert the customer that their order has shipped and simultaneously fill the PO and pay our supplier for the product."

To automate all these diverse EDI transactions, Cali Bamboo makes use of four TrueCommerce transaction set bundles: Inbound/outbound POs (850/855), the 870 series (specific to Lowe's), the 940/945 order and fulfillment series to

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communicate with their 3PLs, and the freight carrier billing (210) series to transact EDI with their freight vendors.

"TREMENDOUS" ROI FROM EDI

The value of Cali Bamboo's EDI investment is about opportunity as well as IT.

When asked about the business benefits TrueCommerce offers, Mr. Coffman replies: "For us, the biggest benefit is scalability. We're growing at a very fast rate. As you scale up transaction volume, if you have a challenged EDI system and don't have a lot of people to throw at order fulfillment, you can get yourself into trouble really fast."

The EDI deployment has allowed Cali Bamboo to gain better control over growth-driven headcount.

"For a small company working with a big box customer like Lowe's, which has some of the most rigorous technical requirements, it's great that we can throw technology instead of bodies at that challenge," says Mr. Coffman. "If we didn't have TrueCommerce EDI we'd have to hire at least one if not two more people. Even then I don't know if we could push things through as quickly as we need to."

For Cali Bamboo, the financial benefits of TrueCommerce deployment are also substantial.

"It's not just an ROI for our team or the headcount saved—EDI is really supporting the whole company," says Mr. Coffman. "It's enabling us to continue to grow and still maintain on-time SLAs with our strategic Customers and Partners… And it's freeing us up to focus strategically on additional relationships that will allow even greater growth in coming years.

The company sees TrueCommerce continuing to "pay for itself" as the business expands.

"The value of TrueCommerce really goes beyond the traditional ROI model. It's not just part of our technology stack, it has become a part of our company's fabric. There's so many ways you could look at it, but TrueCommerce EDI is invaluable to our business," Mr. Coffman concludes. "I would certainly recommend TrueCommerce to other companies in our industry."

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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

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