

LEADING PUBLISHER MANAGES MULTI CHANNEL SALES USING TRUECOMMERCE AND SAGE



Background

When Management Pocketbooks, the UK's leading publisher of self help books for managers and teachers, looked for operational efficiencies through electronic trading it turned to TrueCommerce for help.

Using a combination of TrueCommerce's Secure Managed File Transfer (SMFT) and EDI solutions, Pocketbooks manages both traditional and website sales order fulfilment. The solution fully integrates the wholesale and consumer order intakes with Pocketbooks' Sage back office systems.

Using Book Industry Communication (BIC) standards, the TrueCommerce solution works with Nielsen and High Street retailers such as Waterstones and WH Smith, as well as other websites including Pocketbooks own online store, www.pocketbooks.co.uk

More Connected

To ensure total security, when a consumer makes a purchase, the TrueCommerce SMFT network carries order and credit card details to Pocketbooks using digital encryption.

All sales order details are integrated into Pocketbooks Sage Line 50 back office system using TrueCommerce's EDI software.

TrueCommerce is an approved Sage developer and its solutions integrate seamlessly with Sage's software.

More Supported

According to IT Director Adrian Hunt the solution delivers significant business benefits for Pocketbooks.

"We are now fully integrated with a number of our customers. It is saving us a lot of time, we can respond more quickly to customer orders, the data is much more accurate and we have far fewer payment issues.

"This is a very good example of how TrueCommerce can really bring the benefits of electronic trading to reality by fully automating and integrating business systems and removing the expense of labour intensive tasks." Said TrueCommerce Europe's VP Sales & Marketing, Michael Latimer

"It's an excellent result from our close collaboration with Pocketbooks and Nielsen."

BENEFITS

- Integration with Sage Line 50 back office system
- Faster response times to customer orders
- Far fewer payment issues
- Removal of labour intensive tasks

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. Thousands of companies across various industries rely on us.

TrueCommerce: Do business in every direction



Call us today on 0345 643 6600 or email infouk@truecommerce.com

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