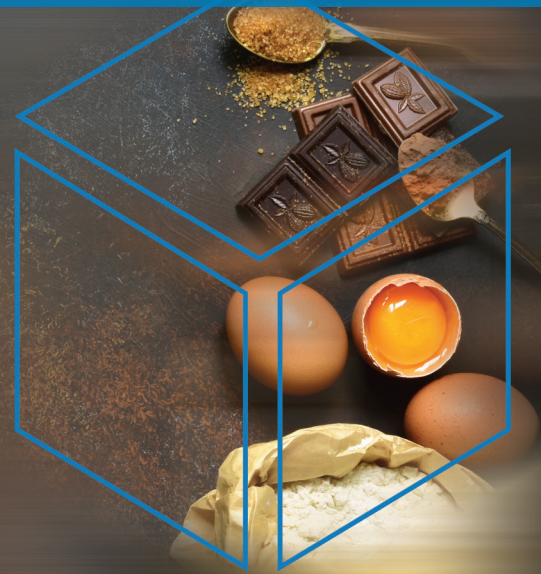


REAL GOOD FOOD BENEFIT FROM COMPLETE PEACE OF MIND WHEN IT COMES TO THEIR ELECTRONIC TRADING



After using EDI for over 15 years, John Taubman, IS Director, felt that a dual supplier, on-premise EDI service was becoming significantly out-dated and expensive to manage. Following initial contact with TrueCommerce, it became clear that the flexibility and scalability of their solution, was exactly what Real Good Food plc needed.

With customer service being paramount, the increased visibility that the cloud-based, EDI managed service provided also allowed their teams to be able to deliver improved levels of service to their customers.

Background and Challenges

Real Good Food plc was formed in 2003, building long term sustainable businesses operating in the premium bakery, cake decoration and food ingredients markets. Serving a number of market sectors including retail, manufacturing, wholesale, foodservice and export, Real Good Food PLC boasts an annual turnover of £120 million and holds seven manufacturing and business units in the UK, and distribution centres in Europe, America and Australia.

Providing premium bakery items to the likes of M&S, Waitrose and Costa and products such as almonds and nuts to the Queen, every element of the supply chain needs to be as seamless and efficient as possible, ensuring accuracy and reliability through the order-to-cash cycle.

Due to the growth of the business, their previous on premise, dual supplier, EDI solution was becoming costly and time consuming to manage for their internal IT department. Not only that, the connectivity was through a dial up modem increasing the risk to the business, making Real Good Food a lot more vulnerable to system failures and connectivity issues. As EDI is such an integral part of the business, John Taubman, IS (Information Systems) Director, started becoming increasingly concerned about the risks to the business and wanted to consolidate suppliers, so began searching for a cloud-based, outsourced EDI solution.

"We approached our existing two providers and TrueCommerce with our requirements for an out-sourced EDI managed service. TrueCommerce's solution came out on top in terms of both financial viability, value for money and matched our requirements almost exactly." John Taubman explains. "We also liked the flexibility of their solution, and the fact we can scale it to our business requirements too."

More Connected

Real Good Food plc has been using EDI with retailers in the UK for over 15 years, and with the technological advancements during that time and the changing demands of the business meant that it was time for Real Good Food plc to move from an in-house, dial-up solution, to a cloud-based, out-sourced EDI managed service.

The ability to trade both with suppliers and customers is imperative to the business, along with the capability to scale up or down the solution as the business required. The solution that John Taubman was looking for, also needed to provide visibility to their customer service teams. "Being able to give our customer service team's full visibility of the order process has been crucial to improving the service we provide. Before, it was only our IT department who would be privy to this information and so it always took some time to respond to customer queries." says Taubman.

Due to the dual supplier solution, the work required to transition their trading partners was complex, however the streamlined implementation remained on plan with minimal disruption. Taubman stated: "By taking advantage of regular weekly meetings, meant that there was always a plan of attack for the following week, setting up each partner we had, all with varying message types."

More Supported

Having a dual supplier solution meant that managing the day-to-day running of their EDI was both time consuming and costly. Not only that, the dial up solution put the company at risk of connectivity issues which meant that orders could be missed, and that the company was vulnerable due to an unsecure connection.

Moving to TrueCommerce has meant that all of their EDI worries have disappeared, and with the managed service solution, the day-to-day running of their EDI has been removed. The out-sourced solution from TrueCommerce is cloud-based, hosted in the secure and robust environment of dual IBM Data Centre's and is integrated into their ERP system for full automation of high order volumes.

"The main benefit to us," says Taubman, "is so much time is now freed up for us to work on more business critical tasks and we have much better visibility as to where are orders are, so our customer service team are able to build better relationships. We've been able to achieve everything that we wanted to when we set up and started the project. We've been so pleased with the solution, that we are looking to bring it to other parts of our business where we trade with smaller suppliers by introducing the supplier collaboration portal."

Victoria Johnson, Sales Executive at TrueCommerce comments "Freeing up internal resource, giving the customer service team full visibility and reducing the risk to the business were all crucial factors in deciding what provider to partner up with. The TrueCommerce solution has been able to provide exactly what John Taubman was looking for, changing the way Real Good

Food plc manage their EDI. Over the last two years, the solution has always been able to adapt to meet the changing shape of their business, providing Real Good Food with complete peace of mind when it comes to their electronic trading."



Being able to give our customer service team's full visibility of the order process has been crucial to improving the service we provide.

– John Taubman

IS Director

Real Good Food PLC

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