

# WHITWORTHS BENEFITS FROM TRUECOMMERCE'S INTEGRATED EDI MANAGED SERVICE



Whitworths Ltd, the UK's leading supplier of dried fruit, nuts and seeds moved to TrueCommerce's fully managed EDI service for an integrated EDI solution that would remove the need for day-to-day involvement in EDI issues.

## Background and Challenges

Whitworths is passionate about bringing the very best that nature has to offer and has been providing dried fruits, nuts and seeds for baking and snacking since 1886. Whitworths provide an extensive range of conveniently prepared dried fruits and nuts for baking. They also provide high quality snacking products, either in a multi-serve or on-the-go format, which includes the Shots and Fusions range.

As a supplier to UK supermarkets including Tesco, Sainsbury's, Asda, Lidl and Budgens, Whitworths had been exchanging orders and invoices via EDI for many years. Historically, Whitworths had relied on an on premise EDI solution that was managed by the company's IT department, however when the company upgraded to a new ERP system it became apparent that a new approach to EDI was required.

Integrating its incumbent EDI solution with its new IFS ERP system would have been hugely costly and would have required considerable internal IT resource which was not readily available, therefore Whitworths made the decision to outsource its EDI requirements.

"After embarking on an ERP upgrade project it became clear that we needed to change EDI providers. We were looking for a solution that would enable us to react quickly and cost effectively to changes such as a new ERP system or additional customer connections." said Steven Griffiths, Head of IT at Whitworths. "We subsequently decided that the time was right to move to an outsourced solution and were impressed with TrueCommerce's offering and customer references."

## More Connected

Whitworths made the decision to outsource its EDI requirements to TrueCommerce for an outsourced, fully managed solution that could be integrated with its new IFS back office system.

TrueCommerce's dedicated and highly skilled team of implementation and on-boarding specialists managed the entire implementation and on-boarding process for Whitworths which included defining the requirements, configuration, testing and progress reporting.

"The transition to TrueCommerce went very smoothly – no orders were missed or even late and all invoices were sent correctly," said Steven Griffiths, Head of IT at Whitworths.

Once the implementation process was completed, a handover was made to TrueCommerce's dedicated managed service team, who look after the day-to-day running of EDI on Whitworth's behalf.

## BENEFITS

- ▶ Experienced team of EDI specialists
- ▶ Established contacts at the leading UK supermarkets
- ▶ Timely addition of new trading partners
- ▶ Support for IFS ERP system

## More Supported

TrueCommerce's managed service team have removed the day-to-day responsibility of maintaining an EDI solution from Whitworths, pro-actively monitoring the platform for message validation errors. The managed service team are intimately familiar with individual client implementations and are therefore able to resolve issues rapidly.

"Due to an oversight on our part EDI invoicing was not fully tested during the migration to a new ERP system, as a consequence EDI formats were not correctly setup and were therefore being rejected by our customers. Obviously this severely affected our cash flow and we needed a very quick resolution. TrueCommerce immediately setup a project team to handle the issue and, adhering to an agreed action plan, worked very closely with our customers to agree new invoice formats and push them through from testing to live." said Steven Griffiths, Head of IT at Whitworths. "If we had undertaken this project on our own we would not have achieved the results we did as quickly, if at all. It was the fact that TrueCommerce had excellent experience of undertaking this type of work and very good contacts in the multiples that won the day."

Whitworths now benefit from a stable and reliable EDI platform that enables them to meet the electronic trading requirements of its customers, whilst streamlining their internal processes. As a fully scalable service, the company are able to quickly and easily add new trading partners to the platform without tying up internal teams, something which is key to Whitworths as it continues to expand.

However, the key value of the TrueCommerce offering lies in the fact that TrueCommerce are not just a technology vendor and are instead a true partner that companies such as Whitworths can rely on, allowing them to focus on other key strategic activities and remove risks from the business.



As a managed service provider with over 16 years' experience we understand that the level of support and service we deliver is absolutely critical to our client's operational success.

– **Nick Fernihough**

Vice President Managed Service  
TrueCommerce UK

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



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