

Compac Industries, Inc.

Sage 50 Integration

TrueCommerce EDI Integration with the Nexternal eCommerce Platform and Sage 50 Helps Drive Strategic Growth at Compac Industries

BENEFITS

More Connected. More Supported.
More Prepared for What's Next.

- Fewer errors in the order fulfillment process
- A faster, smoother and simpler order processing workflow
- The ability to handle a rapid increase in online sales without a need to increase staff



OBJECTIVE

- Automate order processing across eCommerce and EDI to reduce manual intervention, eliminate errors and support rapid, sustained growth

SOLUTION

- Robust, flexible integration between the TrueCommerce Global Commerce Network, Sage 50 and the Nexternal eCommerce platform that increases automation and streamlines order processing to improve efficiency and accuracy and support strategic business initiatives

BENEFITS

- Comprehensive integration that maximizes automation and eliminates the need to manually transfer data between the eCommerce platform and Sage 50
- A unified commerce network that integrates eCommerce and EDI orders with Sage 50



BACKGROUND

Fast-growing manufacturer/distributor integrates TrueCommerce EDI with the Nexternal eCommerce platform to seamlessly link online order processing with Sage 50.

Compac Industries, Inc. has been about creative, innovative, quality solutions since 1979. Its home and personal care items, including the Baby Buddy, Hart Felt, OneStep and other popular brands, make life easier and more enjoyable for people of all ages.

This family-operated small business has enjoyed significant, sustained and accelerated growth. An emphasis on branding and a move to online sales for both B2C and B2B customers have been key drivers for Compac's success.

GROWTH THROUGH INNOVATION WITH TRUECOMMERCE

Compac has a history of leveraging technology innovation to help sustain growth.

Compac's key trading partners are large nationwide retailers like Walmart, Walgreens, CVS, Kroger, HEB, buybuyBaby and BabiesRUs. The ability to process commerce data through Electronic Data Interchange (EDI) is, in most cases, a prerequisite of doing business with them.

"We knew as our business was growing that we needed EDI," recalls Dean-Paul Hart, President of Compac. "If you didn't have EDI you wouldn't get the order."

His company went through a rigorous EDI solution selection process and decided to adopt the TrueCommerce EDI platform. The main driver for the move was TrueCommerce's proven integration with Sage 50 (then Peachtree Accounting), which Compac was using at the time. Over the years, TrueCommerce EDI has had no problem keeping up as Sage 50 has been upgraded and as Compac has added more EDI trading partners and expanded into some 50,000 stores.

TrueCommerce EDI allowed Compac to unify its trading community on one set of rules and procedures.

Mr. Hart explains: "We tend to work with smaller inventors, both in the dental community and elsewhere. In many cases they would have great products, but they either struggled to produce them or they didn't have EDI or other business systems in place to be able to handle everything. EDI has given us a competitive advantage."

ENHANCING AND STREAMLINING ECOMMERCE WITH NEXTERNAL

Nexternal has the features, flexibility and customer support that Compac needs to succeed with eCommerce.

To sustain its exceptional growth, Compac made a strategic decision to reach out to retailers of all sizes that did not have EDI capabilities, as well as end customers. The most effective way to do that was through strengthening its eCommerce capabilities. However, a solution that would be able to handle both B2B and B2C transactions without a major infrastructure upgrade was elusive.

"After looking at some different platforms and recommendations I really wasn't satisfied with the solution sets they offered," notes Mr. Hart. "We started thinking that we would have to build something from the ground up, which didn't particularly excite me because I didn't want us to have to manage all that IT infrastructure."

The decision arrived unexpectedly. Marcus Raven, Compac's Director of Marketing and Merchandising, was doing a research of e-commerce solutions and came across a solution from Nexternal, another division of HighJump.

"I searched on eCommerce platforms that could handle both B2B and B2C customers," Mr. Raven recalls. "I found a nice table that compared Nexternal to a popular competitor."

He contacted the Nexternal team, scheduled a demo and was immediately taken with the platform's capabilities.

"Nexternal's key feature for us is its support for multiple price channels, because we have around six different price categories," says Mr. Raven. "We wanted to create one

storefront, putting everything from both B2B and B2C levels on a single platform, without having to manage two different back-ends. Now multiple types of customers can access and buy across all our brands."

Besides support for multiple price channels, Mr. Raven notes several other Nexternal features that "go hand-in-hand" to meet Compac's requirements.

"We like how the item setup works, because once you set up an item you can easily put it into different categories to give it visibility to different customer types," Mr. Raven states. "That's a huge benefit because we don't have to set up the same item multiple times."

Nexternal's user interface also turned out to be a match for Compac's specific needs.

"It's also huge for us that the shopping cart can always be onscreen," explains Mr. Raven. "We didn't want it to get lost throughout the buying experience. And

we wanted to mirror as closely as possible what people were used to seeing on Amazon, where the cart is always on-screen."

Nexternal has also provided the guidance Compac has needed to start strong and plan ahead. According to Mr. Hart: "They did a good job onboarding and walking us through things we needed immediately. Also they just listened to things that we were projecting and gave us some vision on possibilities for what to setup and what to put into place once we were fully up-and-running. They were very effective at handling our immediate needs and also helping us plan for the future functionality of the webstore."

When Compac was making the decision to adopt Nexternal, it did not realize it was a division of HighJump—the parent company of TrueCommerce, whose EDI solution it had been successfully using for many years. It was also the only vendor offering EDI and e-Commerce on one integrated platform.



"In Nexternal we've created one storefront where multiple types of customers can access and buy across all our brands."

Dean-Paul Hart
President, Compac Industries

"We found out about the integration between Nexternal and TrueCommerce, which came as a very good surprise," recounts Mr. Raven. "Had we known about that from the beginning it would've been an even easier decision."

This capability opened new, promising options. For example, Compac started using the Nexternal/TrueCommerce combo to create a website for dental professionals to support its efforts at dental trade shows.

"We've been using Nexternal's HighJump Engage to take orders at shows, after shows and out on the road," Mr. Hart clarifies. "Those orders come directly through Nexternal right into TrueCommerce EDI and into Sage 50."

TANGIBLE ROI

TrueCommerce EDI and Nexternal package has helped Compac save significant time and resources.

According to the company's rough estimate, the ROI was both fast and substantial in terms of time, financial resources and headcount.

"I wish I could tell you that we track ROI on software implementation, but all-in-all I know that putting all those integrations in place around EDI saves us a heap of time," Mr. Hart offers. "The payoff on the EDI integration was probably a couple of months. Right now we have one person doing the bulk of our order processing. If we didn't have TrueCommerce EDI we'd probably have to hire another three people."

Compac is also expecting additional efficiencies from the Nexternal deployment.

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Marcus Raven

Director of Marketing and Merchandising,
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NEXT STEPS

With integration across EDI, eCommerce, and ERP working smoothly, more benefits are on the horizon.

"From a standpoint of growth and business development, we've got a plan for smaller stores to be able to come online and get displays or smaller products, as well as for the dental community to use Nexternal's affiliate system," Mr. Hart shares. "We're looking for those two to be strong."

Mr. Hart is also interested in eventually leveraging Nexternal's built-in integration with Amazon Marketplace: "That's down the road—we're working on getting our people and systems in place to be able to deal with that."

Finally, Mr. Hart indicates that Compac is looking to get even more benefit from the synergy across the HighJump portfolio, including the company's Warehouse Management offerings.

"If I could tie HighJump WMS into TrueCommerce EDI as well as into Nexternal, I think that would be a great fit," says Mr. Hart. "TrueCommerce, Nexternal and their staff have been outstanding. We enjoy working with HighJump and this is a continuation of what has been a long relationship."



ABOUT TRUECOMMERCE

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. That's why thousands of companies across various industries rely on us.

THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how our solutions apply to your business, our passionate, customer focused team is here for you.

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