TrueCommerce™

Luxury Linen Manufacturer Streamlines EDI with Dynamics 365 Integration

FRETTE 1860

Frette is a legendary luxury linen manufacturer with global retail and hospitality clientele, offering products since 1860.

About Frette

Frette has provided high-end linens to the world's most discerning customers since 1860. Known for supplying luxury hotels, fine retailers such as Harrods and Bloomingdale's, and selling directly through retail and online stores, Frette maintains a reputation for elegance and quality. In 2018, as part of a digital transformation initiative, Frette transitioned from Microsoft Dynamics GP to Microsoft Dynamics 365, requiring a more advanced and integrated EDI solution.

The Objective

To support a move from Microsoft Dynamics GP to Dynamics 365, Frette required a cloud-based EDI solution that minimized implementation complexity and ongoing maintenance, while ensuring a fully integrated user experience for business users. Reducing IT dependency and controlling EDI-related costs were key drivers of the initiative.

Challenge #1

Need to simplify EDI onboarding and maintenance

Challenge #2

Manual EDI workflows created inefficiencies and training burden

Challenge #3

Frequent mapping changes required expert support and resources

The Solution

Frette selected TrueCommerce EDI for Microsoft Dynamics 365 to deliver an embedded, managed service solution. TrueCommerce's modular plug-in architecture allowed seamless integration with Dynamics 365 and avoided disruption to existing EDI trading partner connections. The embedded user interface within Dynamics simplified tasks for business users while reducing IT oversight. TrueCommerce also manages all trading partner mappings, eliminating the need for internal EDI experts.

"TrueCommerce's modular, managed service approach definitely saves time, money and effort—both during implementation and afterwards."

Ven Grimblatov
IT Project Manager, Frette

The Results

With TrueCommerce EDI embedded in Dynamics 365, Frette streamlined order processing, simplified onboarding of new partners, and reduced costs. Business users now manage EDI tasks within the ERP, while IT no longer needs to maintain mapping logic. The integration improves day-to-day operations and supports future scalability, making it a strategic asset in Frette's modern retail infrastructure.

Zero EDI disruptions during ERP switch due to modular plug-in

100% mapping maintenance handled by TrueCommerce

Significant savings on EDI labor and training requirements

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