

Case Study:

New Sega Home Textiles

EDI Solutions for Scalable eCommerce

Company Profile

For over 15 years, New Sega Home Textiles has supplied major retailers with luxury bedding, curtains, decorative pillows, and various down products. The home goods manufacturer has over 40 brick-and-mortar and eCommerce customers, including Burlington, Macy's, Bed Bath & Beyond, and Walmart.

Implementation of EDI Streamlines Processes to Withstand Increased Demand

New Sega Home Textiles required a manageable solution to quickly process and manage customer orders, focusing heavily on eCommerce. With 30 eCommerce customers, each using different platforms and processes and having varying requirements, the premier bedding provider could not keep up with demand by processing orders manually.

"After looking at several different vendors, TrueCommerce EDI felt like an intuitive, easy-to-use system that would meet all our needs. It would provide opportunities to streamline processes with our warehouse and other functions within the company," says Chief Financial Officer, Guyer McCracken. "The TrueCommerce portals are user friendly and easy to navigate, while also providing useful data and tools for reporting and analyzing our business."

The company began implementing TrueCommerce's EDI solution in mid-2020, intending to have a fully automated

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The Solution

TrueCommerce helped the team at New Sega Home Textiles:

- Develop a manageable solution for thirty eCommerce customers
- Scale a 3X business surge utilizing fully automated solutions
- Reduce manual workload processing orders from three employees to less than one
- Increase their customer base by 10%
- Improve the rate of outgoing packages from up to three days to 90% shipping out same day

system in place before the holiday business surge. The pandemic accelerated this timeline, creating a business surge well before the holiday season. Thanks to the attentive and diligent implementation team, New Sega Home Textiles had its TrueCommerce solution in place early enough to process a 3X surge in business.

"Frankly, we would not have been able to manage this surge under our old system; it would have broken down," McCracken stated. "We are pleased with the support we have received through the setup and ongoing. There are numerous details to moving EDI to a new platform. TrueCommerce was experienced, knowledgeable, and dedicated to making New Sega a success. The TrueCommerce team we work with is always accessible, willing to jump on a call to resolve an issue, and patient in their training."

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- Guyer McCracken, CFO ,
New Sega Home

New Sega to refocus their team's time on core business needs.

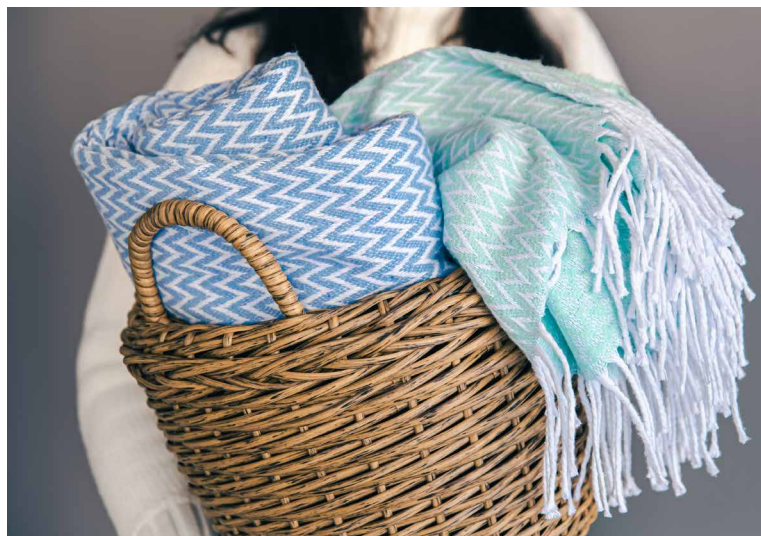
New Sega's customer base has increased by over 10%, and the number of orders they receive has increased three-fold since the beginning of their journey with TrueCommerce. Average ship times for eCommerce packages

leaving the warehouse have improved from an average rate of two to three days to 90% of packages shipping out the same day.

The automated processes allow more time for the staff to work on other projects and opportunities. Overall, they have reduced their office time and warehouse time by eliminating the need to track down proof of deliveries. New Sega also has plans to integrate its accounting system into its TrueCommerce solution to achieve even more synergy across processes.

Integrated EDI Solution Results in 10% Increase of Customer Base & Improved Efficiency

There are multiple areas of the company's processes that have improved since implementing their TrueCommerce EDI solution. Prior to partnering with TrueCommerce, it would take three people working on processing and following up on orders to keep up with demand. After the partnership, the work can be done by less than one full-time employee, enabling



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THE TRUECOMMERCE TEAM IS HERE TO HELP!

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