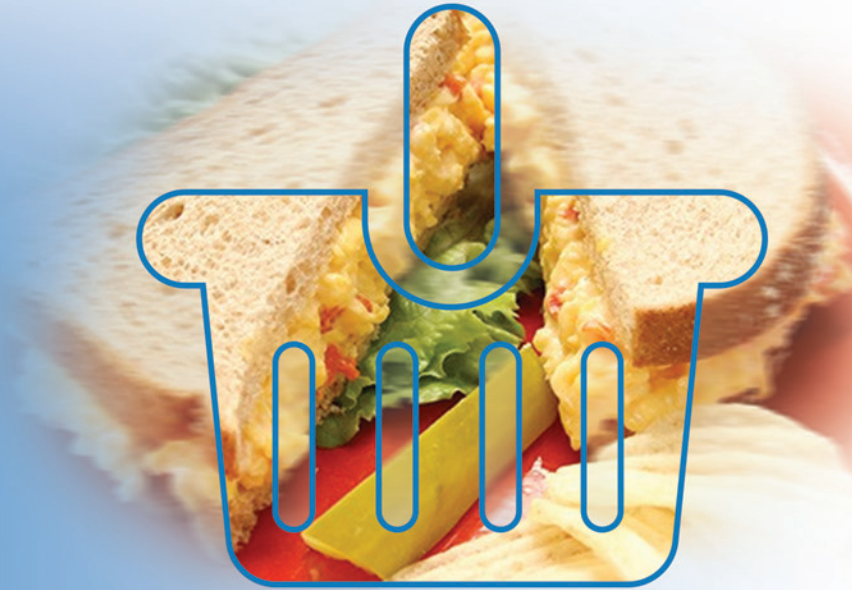


Fresh Meal Solutions

Integrated EDI for QuickBooks Enterprise Solutions

TrueCommerce Offers
Fresh Meal Solutions a Recipe
for Trading Partner Success



OBJECTIVE

- Install an easy to use and cost-effective EDI system that could handle a fledgling company's new trading partner relationships and was compatible with QuickBooks® Enterprise Solutions software by Intuit

SOLUTION

- Implement a simple and affordable end-to-end EDI solution from TrueCommerce

BENEFITS

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

- Implementation is fast, with minimal involvement needed from the user. The TrueCommerce EDI Support Team handles the process, from end-to-end
- New EDI users can quickly become proficient with very little training. The intuitive transaction interface is simple and easy to use

BACKGROUND

New relationship with mega-sized trading partner necessitated implementation of a cost-effective and easy to learn EDI system.

In 2005, Fresh Meal Solutions, Inc., located in Uniontown, KY., began manufacturing fresh, ready-to-eat meals. They currently ship preservative-free, never-frozen refrigerated entrees to the approximately 2500 outlets of one of the nation's largest grocery chains. They also package entrees under a private label for another regional chain.

However, in late October, 2006, they had just taken on the relationship with their largest trading partner customer who required that Fresh Meal Solutions have an electronic data interchange (EDI) system in place. As a cost-conscious start-up company unfamiliar with EDI technology, Fresh Meal Solutions needed some guidance. Fortunately, the trading partner also recommended a really good EDI provider: TrueCommerce.





ADDRESSING THE ISSUES

The TrueCommerce EDI Platform was perfect for a new but rapidly growing company unfamiliar with EDI.

"We were also given another EDI company to consider," said Fresh Meal Solutions Owner Linda Baird, "but liked how easy it was to work with TrueCommerce EDI, right off the bat." According to Baird, the TrueCommerce EDI representative communicated in plain language they could understand "and was able to answer all our questions and help us with the set up. If you could describe a person as 'user-friendly' that's how I'd describe the folks we worked with at TrueCommerce."

The actual implementation took about 2 weeks, said Baird, "and TrueCommerce EDI handled everything. We'd planned ahead of time, and we already had our QuickBooks accounting package in place." Due to internet security issues, Fresh Meal Solutions chose

to maintain separate data processing functions through the EDI system and their accounting software. "We process orders and billing online through TrueCommerce EDI Solutions," Baird explained, "then transact our invoicing in QuickBooks, on a separate offline system. It works better for us to do it this way."

BENEFITTING FROM THE RESULTS

The company was pleased with the ease of training and use, and recommends TrueCommerce to their partners.

Once the implementation was completed, the next test would be how quickly and well the employees could adapt to the new technology. "I found it to be very easy to learn the system and become comfortable with it," said Office Manager Karen Pleiss. "The TrueCommerce Professional Services and Support Team trained me on everything, step by step, over the phone through a remote connection. It worked really well."

Recently, Fresh Meal Solutions upgraded their original TrueCommerce translation software to Transaction Manager™. "Even this upgrade transition went smoothly," Pleiss said. "Though the screens were different, it wasn't hard to adjust, and I like the fact that we have templates and more functionality with the new software."

Overall, Fresh Meal Solutions' first-time experience with an EDI system was positive. "I wasn't quite sure what to expect," said Baird. "In the beginning, I thought it would be expensive, especially the initial startup and adding new partners. However, compared to other systems I've seen, TrueCommerce EDI is very reasonable. Not bad at all. And they're easy to work with." Since the initial implementation, they've added other large grocery chains as trading partners. "In fact," Baird said, "we've suggested to our partners that they use TrueCommerce if they're not doing so already."

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Linda Baird
Owner,
Fresh Meal Solutions, Inc.

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.

TrueCommerce.
Do business in every direction.

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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