



## CASE STUDY

# Roma Marble, Inc. QuickBooks® Enterprise Solutions



## Roma Marble is a Huge Fan of the Simplicity and Support offered through TrueCommerce

### Background

Needing to implement a new EDI system to comply with the requirements of one of their biggest customers seemed a daunting task for a non-technical administrator.

Massachusetts-based Roma Marble, Inc., produces high quality marble and granite cast polymer products that are sold throughout New England and as custom orders in one of the country's largest home improvement stores. Late in 2006, the home improvement store, which also happens to be one of their largest customers, implemented a company-wide EDI system and Roma Marble had to find a way to merge their internal custom item number coding with the trading partner's electronic-based system of standardized codes.

To complicate matters, Roma Marble's Accounts Receivable Administrator, Ellie Colesano, who was charged with the responsibility of ordering and implementing the new electronic-based system, had limited computer technical skills and no prior knowledge of EDI systems or providers.

**“We work with other trading partners, some of whom are still using paper, and one who wants e-mails only. I wish all of our partners were using TrueCommerce EDI, it would make my job easier and my time much more efficient.”**

**Ellie Colesano**  
Accounts Receivable Administrator,  
Roma Marble, Inc.

## Addressing the Issues

TrueCommerce provided a simple-to-use solution that was supported by superior communication, implementation and training.

"I was really panicking," said Colesano. "We were on a deadline to install a system that I knew nothing about and failure to comply would have resulted in huge penalties for us." She began researching EDI systems, but there were so many, it became confusing. "So I called some of our suppliers and other companies like ours to see what they were using," she said. Colesano interviewed several, "but they were either expensive, or they talked to me in terms I couldn't understand."

Finally, she found a company that was using TrueCommerce's EDI solution and she made contact. "Right off the bat I could tell they were different," Colesano added. "They were very friendly and patient with me. I had so many questions but they were wonderful."

When she learned that TrueCommerce was the only EDI solution recommended for QuickBooks Enterprise

Solutions, Colesano knew she was making the right choice. "I've worked with QuickBooks for years and refuse to work with any other program," she commented.

"The fact that TrueCommerce was a preferred partner with QuickBooks was the icing on the cake."

For Colesano, implementation was fast and painless. "The implementation team handled everything," she said. "They contacted the trading partner and worked it out with them so that we could maintain our internal coding and have it match the partner's codes, which we use for shipping and invoicing." purposes. It all works beautifully, and it's so simple. Regardless of their size, I think any trading partner could benefit from using an EDI system."

Colesano was also impressed with the level of customer support she received during the implementation. "They talked to me and explained what they were doing and why," she said, "which was a great education for me," Colesano added. "Their team is very technically savvy, but they communicated at my level and made sure I understood everything. They never talked down to me, and encouraged me to ask questions."

## Benefits

### 01

Reduces total cost of ownership by 30% - 60% because TrueCommerce's EDI solution offers all four major components for successful EDI under one roof: the network, translation software, integration with the accounting package or business system and ongoing support

### 02

As the only EDI solution recommended for the QuickBooks Enterprise Solutions by Intuit, TrueCommerce enables small and mid-tier businesses throughout the country to integrate EDI with QuickBooks simply and affordably

### 03

Free support makes it easy to implement and maintain EDI



### Objective

Integrate a cost-effective EDI system with existing QuickBooks® Enterprise Solutions software to comply with top trading partner's new requirements



### Solution

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

## Benefiting from the Results

Simple-to-use product combined with excellent ongoing support results in a very happy customer.

Even two years later, Colesano is impressed by the continued level of support and service she receives every time she calls. "Recently, my PC crashed and I was really worried I'd have to rebuild the whole system," she said, "but they retrieved everything from the server and put it onto my new PC."

Would she recommend TrueCommerce to other small businesses that could benefit from a simple, affordable, end-to-end EDI solution? "Absolutely," Colesano stated.

"In fact, we work with other trading partners, some of whom are still using paper, and one who wants e-mails only. I wish all of our partners were using TrueCommerce EDI, that would make my job easier and my time much more efficient."

What began as a perceived problem has turned out to be a wonderful benefit. "I really didn't think I was going to be able to handle finding, implementing and using what I thought would be a complicated system, but it's been just the opposite," said Colesano.

"The software is very user friendly and flexible, simple to set up and use. I look back on all that anxiety I had and can't believe it. I'm actually training other people now."

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