

Mommy's Bliss

QuickBooks Pro Integration

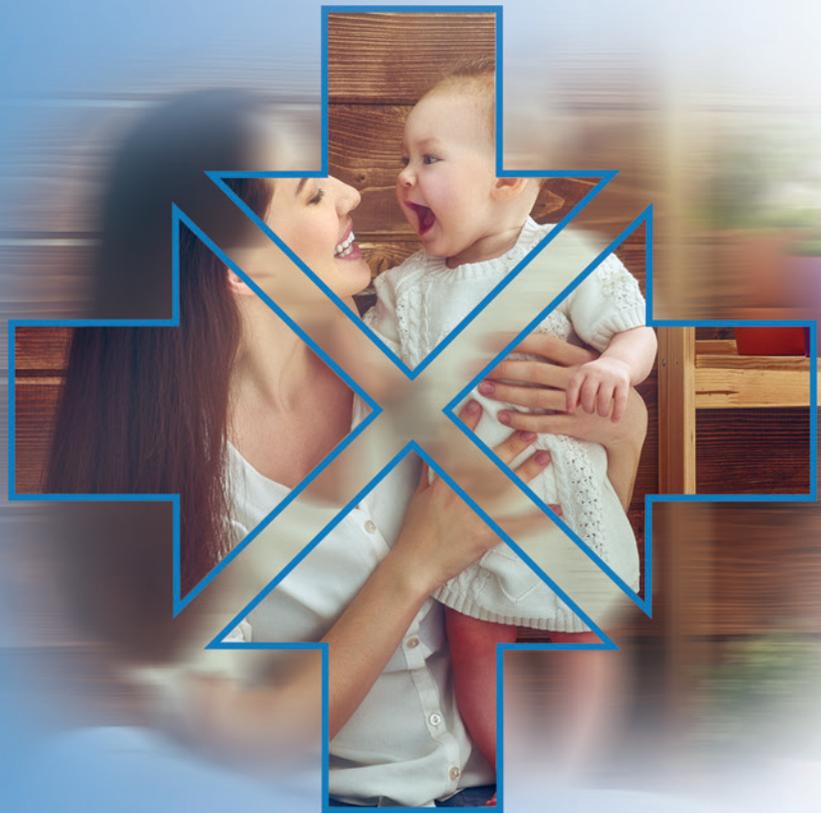
"What I love best about TrueCommerce is the human aspect. We've got lots of business coming in and lots of orders going out, so you never know what kind of fire is going to flare up. It's very helpful to have that go-to support system."

Alexandra Skogstrom,
Account Manager, Mommy's Bliss

BENEFITS

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

- A fast, simple and reliable order processing workflow
- Scalability and performance to support a growing trading partner community and higher transaction volumes without adding staff
- Responsive, free, U.S.-based support that rapidly solves problems and keeps orders flowing



OBJECTIVE

- ▶ Enable ongoing growth and streamline order processing with a robust, easy-to-use and affordable EDI solution and world-class customer support

SOLUTION

- ▶ A TrueCommerce EDI integration for Intuit QuickBooks Pro that delivers the scalability, functionality and ease of use to handle robust business growth. The solution meets the diverse EDI requirements of major retailers, while empowering business users to handle all day-to-day EDI activities

BACKGROUND

Highly successful baby products manufacturer scales up with TrueCommerce EDI.

Mommy's Bliss is a leading provider of all-natural baby care products. The mother-daughter run company has a strong presence on the shelves of nearly every major retailer selling family health products, including Walmart, Target, Amazon, Walgreens, CVS, Rite Aid, Babies"R"Us, buybuy BABY and Whole Foods. Mommy's Bliss Gripe Water is America's top-selling supplement for infant gas and colic.

Like many emerging businesses, Mommy's Bliss started out processing orders using off-the-shelf software and paper-based transactions. Then, in 2011, the company made a dramatic breakthrough: it landed a contract with the nation's largest retailer.

"It was the best day and the scariest day in the office when the biggest national account lets you know they want your product on the shelf..." recalls Yasmin Kaderali, CEO at Mommy's Bliss. "At that time we were limited in how much business we could really do with bigger accounts."

The opportunity was as great as it was challenging: the retailer wanted Mommy's Bliss products in 3,800 stores nationwide—in just six weeks. Moreover, all financial transactions with the retailer had to be automated through an EDI-based solution that met their strict requirements.

After a rigorous, intense search, Mommy's Bliss decided to go with TrueCommerce EDI, because its managed service offerings and seamless integration with all major financial systems made it possible to support the new, large-scale distribution channel. It was a perfect match: Mommy's Bliss made the deadline and started replicating the model with other major retailers to fuel continuous growth.

Today TrueCommerce EDI enables Mommy's Bliss to manage account relationships with many large retailers, meeting all their diverse EDI, labeling and shipping requirements.

STREAMLINES ORDER PROCESSING

TrueCommerce EDI helps Mommy's Bliss rapidly establish seamless connectivity and document exchange with the company's trading partners.

"EDI in general streamlines our order processing and keeps everything running efficiently," says Alexandra Skogstrom, Account Manager with Mommy's Bliss. "As the main point of contact for accounts and everything EDI- and order-related, I've been extremely happy with TrueCommerce."

EASILY SCALES UP TO ACCOMMODATE HIGHER ORDER VOLUMES

TrueCommerce EDI effortlessly handles the manufacturer's growing order volume.

Mommy's Bliss uses TrueCommerce EDI with all their trading partners that are EDI-enabled, including all major retail accounts. On Mondays and other high-volume days, the company can receive upwards of 60 EDI purchase orders; most days they get ten to 30.

Mommy's Bliss has no problem dealing with this order volume, thanks to TrueCommerce EDI. "We couldn't possibly do it manually," Ms. Skogstrom points out. She reports that their EDI system handles the current order volume effortlessly, with no performance issues.

The company might eventually need to add staff to help with processing orders, but right now one person is all it takes. "TrueCommerce makes it really easy to get all the orders out on time," remarks Ms. Skogstrom.



BENEFITS

- A straightforward process to onboard new trading partners and manage their evolving EDI requirements
- A full complement of features, such as support for advance ship notice (ASN) and labeling options, to meet the diverse and specific needs of leading retailers
- Robust integration that maximizes automation and eliminates the need to manually transfer data between TrueCommerce EDI and QuickBooks Pro
- Business users, who know the customers best, can manage the EDI system without needing to be "EDI experts"
- Flexibility to configure EDI tasks to align with business needs; e.g., assigning different EDI partners to different account managers

USER-FRIENDLY FOR BUSINESS STAFF

Business users can manage EDI on their own without needing to be "EDI experts"—and help is just a phone call away.

Business staff can confidently handle routine activities in TrueCommerce EDI, including setting up a new trading partner. According to Ms. Skogstrom, "On a day-to-day basis, sending invoices and ASNs and so forth, EDI is very straightforward and streamlined. If something comes up, we can usually figure it out."

"The only time EDI isn't easy is if an account we're trading with makes it difficult," she adds. "Some companies mandate a long, drawn-out testing process. But whatever I have to do on my end is no problem, because TrueCommerce helps me through the process, answers all my questions and troubleshoots with me until the problem is solved."

TrueCommerce EDI can readily adjust to changes in Mommy's Bliss' order processing workflow as order volume increases. Ms. Skogstrom observes: "We can have multiple people working with the EDI system, and different people can be assigned to different accounts."

MEETS ALL TRADING PARTNER REQUIREMENTS

Complex ASNs, special label formats, custom items in documents and other trading partner-specific requirements are no problem with TrueCommerce EDI.

TrueCommerce EDI is designed to make it easy to meet major retailers' stringent EDI requirements, no matter how complex. "So far we haven't had any problems—it all works smoothly," reports Ms. Skogstrom. This includes generating partner-specific GS-128 container labels with the TrueCommerce Labeling Plug-In, as part of the ASN required by many EDI trading partners.

TrueCommerce also enables Mommy's

Bliss to avoid costly chargebacks by meeting the strict fulfillment deadlines of Walmart, Amazon, Rite Aid and other major retailers. Ms. Skogstrom states: "We keep track of each account and their requirements and stay on top of it. Our EDI system makes 'must arrive by' windows for invoices, ASNs and orders a non-issue."

SEAMLESS INTEGRATION WITH QUICKBOOKS PRO

TrueCommerce is a certified Gold Developer of solutions that integrate with QuickBooks Pro.

A trusted partner in the QuickBooks community for over fifteen years, TrueCommerce EDI is the only EDI solution selected by Intuit as "Preferred" for use with QuickBooks Enterprise. TrueCommerce has also earned Intuit's prestigious Gold Developer certification for QuickBooks Pro and Premier. QuickBooks Online users can transact EDI entirely "in the cloud" as part of TrueCommerce' managed service EDI solution.

At Mommy's Bliss, the integration between EDI and QuickBooks Pro is so seamless that all required data flows between the two systems automatically, with no manual effort required. Ms. Skogstrom needs to interact with QuickBooks Pro only when personally validating that new items, addresses, etc. are coded properly and synchronized as expected. "Otherwise, it's seamless," she relates.

SOLID SUPPORT

TrueCommerce EDI keeps orders flowing smoothly even when there's a hiccup.

"What I love best about TrueCommerce is the human aspect," explains Ms. Skogstrom. "We've got lots of business coming in and lots of orders going out, so you never know what kind of fire is going to flare up. It's very helpful to have that go-to support system. On those rare occasions when something comes up, I just jump on the phone or send an email to our support contact and I always get the help I need."

“Working with TrueCommerce has been nothing but positive. Our EDI solution keeps everything streamlined and efficient so we can focus on growing our sales and keeping customers happy.”

Alexandra Skogstrom,
Account Manager, Mommy's Bliss

EDI BLISS

10 years on, TrueCommerce EDI continues to nurture Mommy's Bliss' growth and success.

Mommy's Bliss' mission is "Nurturing the blissful bond between you and your baby from day one." Likewise, Mommy's Bliss and TrueCommerce have worked well together from the beginning, and continue to enjoy a strong and supportive relationship.

Working with TrueCommerce has been nothing but positive," Ms. Skogstrom emphasizes. "Our EDI solution keeps everything streamlined and efficient so we can focus on growing our sales and keeping customers happy."

"In the five years I've been working with TrueCommerce we haven't had any major bumps in the road. TrueCommerce is always there when I need help—it's been really great," Ms. Skogstrom concludes.



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.

Call us today at 888.430.4489

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