

TrueCommerce™

CASE STUDY

Scaling Smarter: How The Little Potato Company Streamlined EDI to Support 20% Growth

The Little Potato Company delivers convenient, ready-to-cook Creamer potatoes to major North American retailers with a focus on quality and innovation.

About The Little Potato Company

The Little Potato Company was started in 1996 by father-daughter duo Jacob van der Schaaf and Angela Santiago. Specializing in Creamer potatoes perfect for busy families as they come ready to cook and are simple to prepare, the brand combines deep historical knowledge with innovative techniques to create a creamy, nutritious and delicious experience in every bite. Today, The Little Potato Company products can be found in leading grocery retailers across the U.S. and Canada, including Walmart, Costco and Target.

The Objective

The Little Potato Company needed to comply with major retailer mandates for EDI and consolidate multiple web EDI portals to save time and reduce manual effort. Facing growing requirements for detailed customer information such as ASNs, and recognizing manual processes were no longer sustainable, the company needed a solution that would automate EDI, integrate seamlessly with Microsoft Dynamics NAV, and reduce dependency on IT resources.

Challenge #1

Meet expanding retailer EDI mandates, including detailed ASNs, without relying on manual, time consuming processes.

Challenge #2

Replace numerous disconnected web EDI portals with a unified, automated system to eliminate inefficiencies.

Challenge #3

Integrate EDI directly with Microsoft Dynamics NAV to avoid burdening a small IT team with critical business workflows.

The Solution

The Little Potato Company implemented TrueCommerce's embedded, integrated EDI solution for Microsoft Dynamics NAV to automate customer communications while ensuring ongoing EDI compliance. TrueCommerce provided an intuitive NAV embedded experience that immediately fit existing workflows, reducing manual data entry and streamlining onboarding for dozens of customers. With seamless integration, automated order processing, and scalability across Sales, AR and Operations, TrueCommerce delivered a unified platform that replaced multiple portals and eliminated error prone manual processes.

> "We've probably grown our business 20% since we started with TrueCommerce EDI. It's allowed us to scale our business without growing headcount."

Doug Howell
Director of Information Technology,
The Little Potato Company

The Results

TrueCommerce's fully integrated EDI platform has enabled The Little Potato Company to scale efficiently, eliminate manual processes and improve operational performance. With automated EDI integrated with Microsoft Dynamics NAV, the company now manages hundreds of weekly orders from key retailers, with reduced data entry time and improved accuracy. The company also leverages TrueCommerce Platinum Support, which delivers strategic guidance, rapid issue resolution, acceleration of ongoing integrations, and optimization of operations across multiple departments. By modernizing its supply chain communications and embracing digital transformation, The Little Potato Company has strengthened retailer relationships, improved traceability, and positioned itself for continued growth, all without expanding headcount.



Automated EDI supports 20% business growth without increasing headcount



Digital platform saves 120,000 pieces of paperwork from 40,000+ orders every year



Unified solution eliminates need for multiple web EDI portals

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