

Vera Bradley Streamlines EDI and Empowers Teams with TrueCommerce and Microsoft Dynamics 365



vera bradley

WHAT WE ACHIEVED

Seamless ERP Integration

Achieved smooth EDI implementation fully embedded within Microsoft Dynamics 365 FSCM.

Empowered Teams

Distributed EDI visibility and control across departments for greater efficiency and collaboration.

Significant Cost Savings

Reduced software and maintenance costs by eliminating legacy systems like Gentran.

The Objective

Vera Bradley sought to modernize its enterprise resource planning (ERP) and electronic data interchange (EDI) infrastructure to reduce costs, improve flexibility, and empower cross-departmental collaboration. The company needed to replace aging legacy systems, including IBM Gentran, with modern, cost-effective solutions that would integrate seamlessly

with Microsoft Dynamics 365 Finance and Supply Chain Management (FSCM). Key goals included distributing EDI ownership across teams for greater visibility, executing a fully remote implementation without disruption, and streamlining operations to meet the company's evolving digital transformation needs.

The Solution

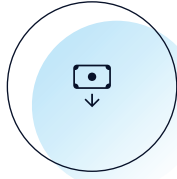
After evaluating several EDI providers, Vera Bradley selected TrueCommerce for its proven, native integration with Microsoft Dynamics 365 FSCM and its responsive, hands-on support model. Unlike bolt-on solutions, TrueCommerce's purpose-built integration is embedded directly within Dynamics, creating a unified experience for users across departments. This integration enabled Vera Bradley to simplify workflows,

eliminate manual processes, and reduce reliance on legacy technology. TrueCommerce's team guided the company through a complex implementation process—mapping hundreds of trading partner documents—while ensuring on-time, under-budget delivery. The collaboration allowed Vera Bradley to empower AP clerks, planners, and operations staff to manage orders and invoices directly within the ERP.

“I’d give the TrueCommerce team an A+—they’ve been fantastic. It’s not just about fast responses. They take the time to truly understand our goals and work alongside us to make them happen. That level of partnership makes all the difference.”

Brett Stark
EDI Integration Analyst, Vera Bradley

The Results



Significant Cost Savings

Reduced software and maintenance costs by eliminating expensive legacy ERP and Gentran systems.



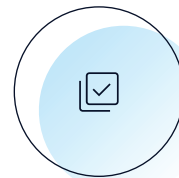
High-Touch Support

Gained consistent, expert guidance and fast responses from TrueCommerce's dedicated team.



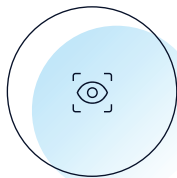
Seamless Go-Live

Completed ERP and EDI implementation on time and under budget, minimizing disruption.



Streamlined Issue Resolution

Resolved peak-season challenges quickly through close collaboration with TrueCommerce support.



Expanded EDI Visibility

Broadened access across departments with embedded EDI tools inside Microsoft Dynamics 365.

Vera Bradley's transition to TrueCommerce and Microsoft Dynamics 365 transformed the company's EDI operations. By embedding EDI directly into its ERP, Vera Bradley empowered cross-functional teams, reduced errors, and accelerated order processing. With visibility extended across AP, planning, and operations, the

company improved collaboration and eliminated the need for deep EDI expertise. TrueCommerce's high-touch support ensured continuous stability during critical business periods, delivering lasting ROI and measurable operational gains.

Looking Ahead

Vera Bradley continues to strengthen its digital foundation through its partnership with TrueCommerce. With a modern, connected infrastructure in place, the company is positioned to scale efficiently, enhance data visibility, and continue delighting customers with innovative retail and eCommerce experiences. TrueCommerce remains a trusted partner in Vera Bradley's ongoing journey toward operational excellence and digital transformation.

“TrueCommerce has been reliable, and they've done exactly what they said they would do. That's rare in tech projects. TrueCommerce isn't just another EDI vendor, they deliver a real, seamless integration for Microsoft Dynamics 365. If you're tired of cobbled-together solutions, they're the partner you want.”

Brett Stark
EDI Integration Analyst at Vera Bradley