



CASE STUDY

# Modernizing for Growth: Tillamook Builds an Enterprise-Ready EDI Foundation with TrueCommerce



## The Challenge

As Tillamook expanded nationally, it needed a scalable EDI solution to support its move to Microsoft Dynamics 365 Finance and Supply Chain Management. The company sought a flexible, integrated platform to manage complex supply chain operations and enable future growth.

“EDI was becoming increasingly important to our business,” said Evelyn Austin, Sr. Director of Business Enabling Systems. “We wanted a solution that could integrate smoothly with our ERP and support both our internal processes and the needs of our external partners.”

## The Solution

Tillamook selected TrueCommerce for its purpose-built EDI solution, designed specifically for Dynamics 365 FSCM. The platform offered seamless integration, scalability, and the flexibility to manage both in-house and outsourced processes.

**“We couldn’t have pulled off that kind of key growth without TrueCommerce. Their EDI solution gave us the stability and confidence to expand successfully.”**

**Evelyn Austin**  
Sr. Director of Business Enabling Systems

## Implementation Highlights

Tillamook's complex supply chain required modifications across all partner relationships and transaction types. TrueCommerce's adaptable system handled non-standard units and catch weight items.

"Our business deals with everything from pounds and gallons to random-weight cheese blocks," said Gregory Barnett, Manager of Business Enterprise Applications. "TrueCommerce gave us the flexibility to accurately handle non-standard units."

## The Results

- Automated ~300,000 annual EDI transactions without adding staff
- Avoided hiring 2-3 full-time employees for manual processing
- Optimized near-zero touch order processing, improving operational efficiency
- Successfully managed a complex network of over 40 external 3PL partners
- Customized EDI to meet food manufacturing and communication needs
- Rapidly adapted to customer requirements, including on-demand ASNs

## Operational Impact

TrueCommerce enabled Tillamook to automate order validation and reduce manual intervention, improving accuracy and efficiency.

"TrueCommerce didn't just provide us with software—they gave us a platform for growth that adapts to our unique needs and evolves with our business," Austin concluded.

## About Tillamook

Founded in 1909 as a farmer-owned cooperative, Tillamook County Creamery Association (TCCA) prides itself on its commitment to bringing to market the most consistent, best tasting, highest quality dairy products possible. Guided by the belief that everyone deserves real food that makes them feel good every day, Tillamook's® internationally recognized, award-winning cheese, as well as exceptional ice cream, butter, cream cheese, yogurt, sour cream and frozen meals, are made with unwavering values that never sacrifice or compromise quality for profit.

TCCA is owned by a group of farming families, primarily based in Tillamook County, Oregon. TCCA operates production facilities in Tillamook and Boardman, Oregon, and Decatur, Illinois, and employs more than 1,100 team members. The Tillamook Creamery is the largest tourist attraction on the coast of Oregon and one of the most popular in the state, attracting more than one million visitors each year. For more information on TCCA and Tillamook, visit [Tillamook.com](http://Tillamook.com).