



CASE STUDY

Scaling Smarter: How Coterie Streamlined EDI Operations with TrueCommerce for NetSuite

About Coterie

Coterie delivers premium diapering solutions for parents seeking performance without compromise. Their diapers and wipes are ultra-soft, highly absorbent, and free from harmful additives like dyes and parabens. Committed to sustainability, Coterie prioritizes responsibly sourced, plant-based materials while maintaining the highest standards for safety and quality. As their operations expanded, Coterie needed a better EDI solution that could support high transaction volumes and offer greater control and visibility into its processes.

The Objective

Coterie set out to replace its underperforming EDI provider with a solution that could scale alongside its fast-growing business. Their goals included streamlining transaction volume across multiple channels, improving visibility and control, and eliminating the need for third-party intervention for basic updates. Coterie also prioritized responsive, expert-level support to help the internal team resolve issues quickly and enhance operational efficiency.

Coterie

Coterie creates premium, plant-based diapering products designed for comfort, performance, and sustainability.

Challenge #1

High daily order volumes, including subscriptions, needed scalable automation.

Challenge #2

Prior provider lacked responsive, knowledgeable support.

Challenge #3

Manual processes slowed updates and troubleshooting.

The Solution

Coterie implemented TrueCommerce's fully integrated EDI solution for NetSuite. With real-time tools like cross-reference and mapping controls, the platform empowered Coterie to handle over 3,000 daily orders with ease. The system removed bottlenecks by giving users control over updates, eliminating tickets and delays. Personalized support from knowledgeable reps and a seamless SKU migration process further smoothed the transition. TrueCommerce's integration allowed Coterie to scale confidently and improve operational speed across the board.

The Results

Coterie's move to TrueCommerce EDI for NetSuite was driven by the need for operational control and dependable support. The platform's flexibility, intuitive tools, and scalability enabled Coterie to meet growing demand while eliminating manual delays. With TrueCommerce, Coterie is not just managing growth, it's leading with confidence, efficiency, and a trusted technology partner.

“Having worked with multiple EDI solutions throughout my career, TrueCommerce has consistently stood out as the most reliable and user-friendly option. I’ve made the switch back to TrueCommerce more than once because I know they will streamline operations, reduce manual effort, and provide the flexibility we need.”

Rajiv Unnikrishnan
Head of Technology, Coterie



**3,000+ orders
processed daily**



**Full SKU catalog control
without IT tickets**



**Faster, expert-led
support sessions**