



CASE STUDY

Modernizing for Growth: Inside House of Raeford Farms’ Digital Transformation with TrueCommerce EDI and Microsoft Dynamics 365

About House of Raeford

House of Raeford Farms is a family-owned and operated company that supplies fresh and processed poultry products to retail, food service, and export markets. House of Raeford’s family of products includes several brands of frozen and ready-to-cook products, premium deli meats, and fully cooked chicken products, including House of Raeford, Speedy Bird, and Filet of Chicken. Headquartered in Rose Hill, North Carolina, the company operates poultry grow-out operations and processing facilities in North Carolina, South Carolina, Georgia, and Louisiana.

The Objective

Faced with an aging, hard-to-maintain ERP system and growing concerns around security and scalability, House of Raeford Farms set out to modernize its technology stack—prioritizing a cloud-based ERP with native EDI integration. Along the way, the team also made the strategic decision to pivot from their VAN EDI provider and find a new partner that could better meet their technical needs, timeline, and long-term goals.



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Challenge #1

Outdated processes and batch-based EDI forced manual entry and rekeying of orders, leading to frequent errors and delays.

Challenge #2

Mounting penalties from daily chargebacks due to non-compliant invoices and untimely shipments threatened profitability.

Challenge #3

A failed initial EDI provider stalled onboarding of trading partners and failed to keep pace with aggressive implementation deadlines.

The Solution

House of Raeford Farms partnered with TrueCommerce to implement a secure, cloud-based EDI solution seamlessly integrated with Microsoft Dynamics 365 Finance & Supply Chain Management (FSCM). By leveraging TrueCommerce's native FSCM EDI module, they replaced batch-based delays with a streamlined, embedded approach—eliminating manual entry, improving data accuracy, and strengthening enterprise-grade security across their supply-chain operations.

The Results

House of Raeford Farms now views its technology stack differently. After implementing TrueCommerce and experiencing the value of a fully automated EDI system—native to Dynamics and seamlessly embedded within their workflow—the benefits became undeniable, positioning the company for future automation and continued supply-chain improvements.

“We didn’t just get an EDI solution—we got a strategic partner. TrueCommerce has made our business faster, smarter, and more resilient.”

Norman Adkins
Information Systems Analyst,
House of Raeford Farms



Eliminated daily chargebacks caused by non-compliant or late invoices.



Faster, automated invoice delivery improved cash flow and reduced partner disputes.



Reduced manual workloads, enabling teams to shift from data entry to higher-value tasks.