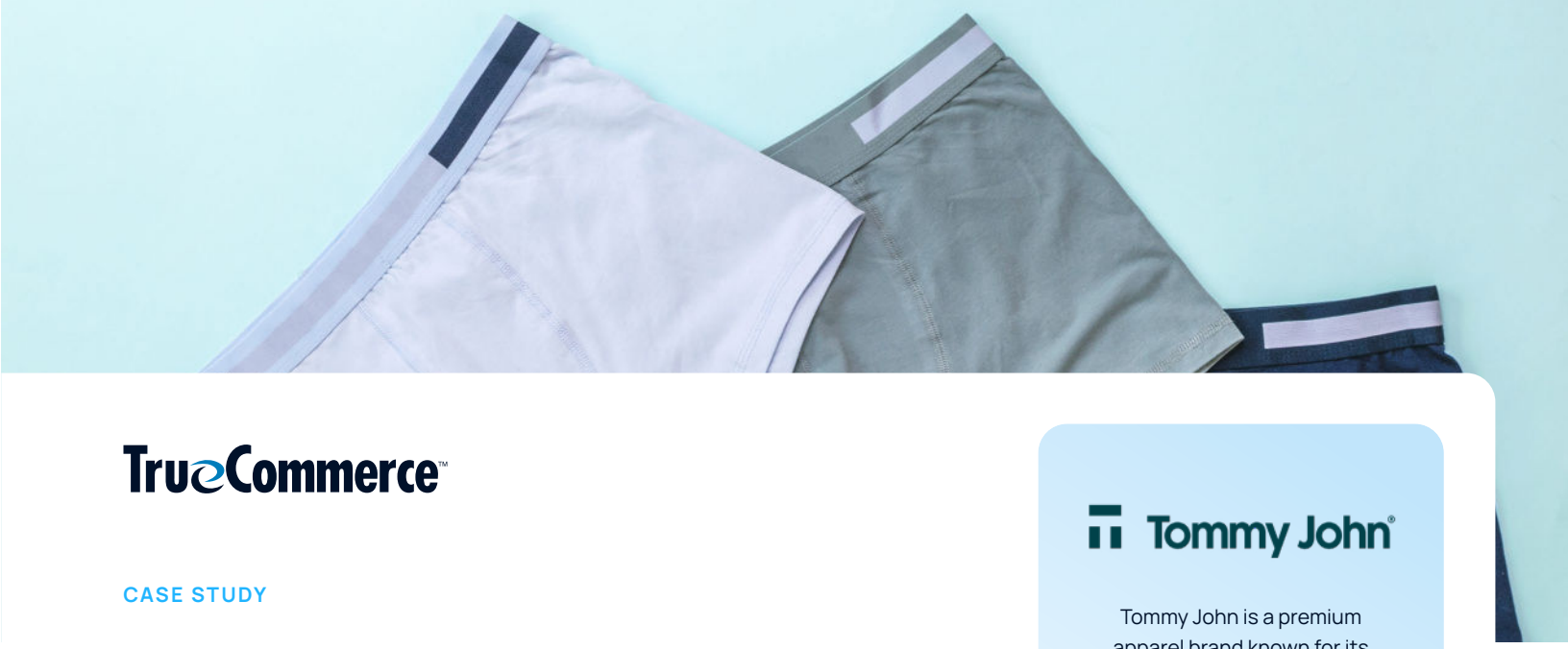


TrueCommerce™

CASE STUDY

From Manual Workarounds to Automated Flow

Tommy John

Tommy John is a premium apparel brand known for its comfort-first underwear, loungewear, and everyday basics, sold through a growing network of retail and wholesale trading partners.

How Tommy John automated EDI operations and reclaimed time across the business with TrueCommerce

About Tommy John

Founded in 2008, Tommy John began with a simple idea: rethink everyday basics to make them more comfortable and functional. Tommy John built a loyal customer base around products engineered for fit and comfort, expanding from a single category into a full line of apparel available through major retail and wholesale channels. Today, the brand continues to build on that focus through product design and innovation, with more than 30 million pairs sold. As Tommy John has grown, so has the operational activity behind the brand, including the number of retail trading partners and the transaction volume its teams need to manage.

The company runs on NetSuite and has been a TrueCommerce customer since approximately 2017, a decade of EDI operations handled through a single integrated platform.

Challenge #1 - Archaic EDI system

The existing system lacked the automation, ease of use, and integration depth needed to scale with a growing trading partner network.

Challenge #2 - Time-consuming manual processes

Without ERP integration and automated scheduling, every inbound and outbound transaction required manual intervention throughout the day.

Challenge #3 - Getting help when timing matters

EDI issues can be time-sensitive, making knowledgeable support and fast resolution critical to keeping transactions moving.

The Objective

When Tommy John was evaluating a new ERP, its NetSuite consultants recommended TrueCommerce as the EDI solution. The goal was straightforward: replace an outdated EDI system that could no longer support its growth, onboard EDI alongside a new ERP, and build a foundation capable of handling a growing volume of trading partner transactions without adding operational drag.

Just as important, Tommy John wanted a partner that could help its team navigate implementation, ongoing trading partner requirements, and ongoing support, especially when internal EDI expertise was limited.

The Solution

TrueCommerce connected Tommy John's EDI operations directly to NetSuite through a pre-built integration, eliminating the need for the team to manage the connection between systems manually. The implementation team guided Tommy John through the full setup, staying closely involved through the go-live period and into the first weeks of production to confirm everything was running cleanly. Nearly a decade later, the integration remains well-built and requires minimal maintenance, giving the team confidence that their EDI foundation is stable and dependable.

For Tommy John, TrueCommerce Scheduler became a key part of the workflow. Multiple scheduled processes move transactions in and out of the platform without someone managing them throughout the day. As transaction volume has grown significantly over the years, Scheduler has absorbed that activity without adding any complexity for the team. What once required active, ongoing management now runs in the background, freeing the team to focus on higher-value work.

Beyond automation, Tommy John has been able to rely on TrueCommerce's support team to keep things running smoothly. When trading partner mapping adjustments are needed, the TrueCommerce support team handles changes quickly, typically within a day. Whether logging a case directly within the platform or calling in to the support line, the team knows they can count on a fast, reliable response.

> "With the nature of EDI, everything is time-sensitive. We really need a quick turnaround and resolution. We're happy that the team understands that and delivers on it."

Stephanie Morency
Director, Enterprise Systems, Tommy John

The Results

Roughly 10 years in, Tommy John's operations team points to two things when explaining why they stay: the support you can count on, and the automation that keeps the business moving. Since going live around 2017, Tommy John has seen its trading partner network and transaction volume grow significantly. Automation has helped the team handle that increased activity without creating an equally large manual workload.

Scheduled transactions move automatically, allowing employees to manage by exception rather than continually monitor routine EDI activity. Stephanie Morency, Director of Enterprise Systems at Tommy John, estimates that manually triggering the same transaction flows throughout the day could amount to at least one full-time role.

Support has been just as important to keeping operations moving. Tommy John described the TrueCommerce support team as fast, reliable, and responsive. For a time-sensitive function like EDI, that responsiveness gives the team confidence that issues can be addressed quickly before they disrupt business.

> "I can't sing enough praises for the support we're getting and the responsiveness. I worked with other providers prior to TrueCommerce where the support was just not as responsive. With TrueCommerce, it genuinely is reliable."
>
> **Andy Hsiao**
> Enterprise Systems Administrator
> Tommy John

9+ years

A decade of reliable EDI operations

Hours saved

daily through automated transaction scheduling

10+

Trading partners added without adding operational overhead

Perhaps most telling is how Tommy John describes TrueCommerce's trajectory as a partner. Stephanie says TrueCommerce "has only gotten better over the years" from shorter implementation times to the platform itself. That commitment to continuous improvement gives Tommy John confidence that its EDI partner can keep evolving alongside the business.

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