

INTERNATIONAL BAKER RELIES ON TRUECOMMERCE AND SAP FOR BUSINESS CRITICAL EDI CAPABILITY



Background

In the food business EDI is an essential ingredient of a winning mix. Any interruption in service can impact on shelf availability with consequences to the bottom line of both the food supplier and their customer.

In the current economic climate, with tight margins and stiff competition, the challenge for food companies is identifying the ebusiness partner that can ensure service continuity.

Frank Roberts and Sons is a thriving international business, with two million of the finest loaves, rolls and morning goods baked each week for retail and catering customers throughout the UK, Europe and beyond.

Today's 24/7 operation is a masterpiece of production planning and logistics supplying the major supermarket groups such as Tesco and Sainsbury, bulk sandwich makers and a wide range of other smaller groups and independents too.

More Supported

Each stage of the production process has to be planned with military precision to ensure that products are delivered in prime condition. In common with many businesses producing perishable food, electronic data interchange (EDI) is a vital tool for Roberts, driving round-the-clock operations, reducing costs and securing efficiencies.

Roberts selected the SAP version of TrueCommerce's EDI solution to integrate with its existing SAP back office accounting system automating the flow of orders, invoices and a variety of other file types, allowing it to react instantly to the constantly evolving needs of their customers and consumers.

Benefits

"We have been very pleased with TrueCommerce. With many business critical files being transferred each day, we need total reliability from our EDI software and that's just what we have." Commented Ian Dando, IT Manager at Roberts.

"Major retailers and their suppliers, especially those in the food industry, understand that EDI provides their organisations with essential supply chain efficiencies.

"We understand the importance of our role in supporting our customers' businesses, both in terms of day to day reliability and actively seeking progressive benefits for them." Said Europe's Sales & Marketing VP, Michael Latimer

BENEFITS

- Integrated with SAP back office accounting system
- Automation of orders, invoices and various other file types
- Reduced costs and improved efficiency
- Reliable EDI software

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. Thousands of companies across various industries rely on us.

TrueCommerce: Do business in every direction



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