

MAKING THE SWITCH TO FULLY MANAGED EDI



Seeking to increase the visibility, security and accuracy of electronic trading whilst reducing costs led G&J Greenall, the leading distiller and bottler of premium quality gin and vodka, to review and overhaul its entire approach to EDI (Electronic Data Interchange).

Adopting OneTime™, TrueCommerce's fully managed EDI service, has provided improvements in the availability and traceability of its electronic trading transactions, successfully reducing both the cost of EDI and the resources required to manage it.

Background and Challenges

G&J has been making gin for over 250 years and is now a leading worldwide gin and vodka producer. Since its foundation in 1761, the Greenall business has evolved into a dynamic, multi-faced organisation playing a central role in numerous complex supply chains. However, this success has also led to an increased reliance on EDI in order to communicate securely and accurately with trading partners.

The company's on-premise EDI solution was not keeping up with G&J's pace of change. Not only was it generally costly to run, short lead times on customer orders meant that any down time would lead to missed or delayed shipments and serious repercussions for the business.

A lack of supply chain visibility and essential backing up of data made it difficult to keep track of important trading documents. If these documents needed to be amended, or failed to reach the target destination, the only way to retrieve them would be through time consuming manual intervention, which was tying up valuable resources on unnecessary administration.

As G&J expanded, its EDI challenges and the associated costs also grew. Despite having an on-premise solution managed internally, G&J still had to pay for expensive external maintenance and support, annual software licences and up to £8,000 for every new connection made. This made planning and managing EDI costs extremely difficult. The time was right for a complete overhaul of the company's approach to EDI in order to improve the performance of its supply chain operations while controlling the costs of EDI. Rather than replacing its system with another on-premise solution which would derive limited benefit, G&J decided to seek a fully managed and outsourced EDI service.

The new service had to have the potential to deliver savings in a number of ways. Firstly G&J wanted to reduce the cost of its software licenses and secondly it wanted to control the costs of message transmission and new connections.

Moreover it wanted to drive efficiencies into its supply chain operations, by increasing visibility, information access and reliability. 24/7 availability along with easy traceability were essential, ensuring important messages and documents could be retrieved at the click of a button. The final prerequisite for the EDI platform was the ability to significantly reduce the amount of time and money spent on-boarding new trading partners.

More Connected

G&J found a solution that ticked all the boxes and more with OneTime from TrueCommerce. OneTime allows critical information to be passed securely and accurately between G&J and its trading partners for a fixed annual fee. The service is delivered through a secure internet connection, removing the need for expensive and unreliable in-house hardware and software.

BENEFITS

- Critical information is passed securely and accurately
- Experience of EDI and trading with the UK's major supermarkets
- Removes the need for expensive and unreliable in-house hardware and software
- Reduces the pressure on internal resources

Connections to new trading partners can be set up within days compared to weeks as with its previous system and with all important transmissions fully traceable, OneTime has represented a complete overhaul and modernisation of G&J's EDI.

More Supported

Adopting OneTime has allowed G&J to make some significant cost savings compared to its previous on-premise solution. Additional maintenance and support overheads, along with expensive software licences have been consigned to history, while the cost of on-boarding new trading partners and setting up new messages has been significantly reduced. In terms of visibility and traceability G&J has seen vast improvements since adopting OneTime.

Now all messages can be viewed throughout the process. If problems arise messages can quickly be resent or printed out and dealt with directly from a computer with internet access, removing the costly and difficult manual tracing process. Also with TrueCommerce's continuous transaction monitoring, errors in messages and documentation are spotted and amended before they reach the intended recipient. TrueCommerce's EDI experts are on hand to intervene when action needs to be taken to correct mistakes, reducing the pressure on G&J's own internal resources.

G&J has also been keen to take advantage of TrueCommerce's experience of EDI and trading with the UK's major supermarkets. Each supermarket chain has its own trading standards which suppliers such as G&J need to adhere to. Being equipped with critical knowledge of these customers' requirements means TrueCommerce's EDI professionals take further burden off G&J's internal management and resource.

Partnering with TrueCommerce and using the OneTime fully managed EDI service has been a highly beneficial move for us. Not only is the service more effective than our previous in-house solution, it comes at a significantly more controllable cost. We now have complete visibility across all our EDI transmissions, ensuring our invoices don't get lost and that we get paid on time.

– **Pete Revill**
IS Manager
G&J Greenall

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

Call us today on 0345 643 6600 or email info@truecommerce.com

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