



CASE STUDY

One EDI Solution Across Multiple Markets



About Geia Food

Geia is a leading provider of food concepts in the Nordics, supplying retailers in Denmark, Norway, Sweden, and Finland. The company trades food products globally, managing large volumes of goods in the food industry. As a result, they also handle a significant volume of business documents exchanged with their trading partners. With 2,750 products and over 370 suppliers, Geia plays a key role in the Nordic food market.

Objectives

As part of Geia's growth strategy, the company has acquired several businesses across different countries in Northern Europe. This expansion brings opportunities but also adds complexity in integrating diverse EDI systems.

Solution

Each time a new company is acquired, Geia consolidates the EDI systems into the TrueCommerce solution, ensuring a unified approach to digital business document exchange across all subsidiaries.

“EDI provides a competitive advantage by making it easy for customers to trade with us.”

Daniel Olesen
IT Director, Geia Food

EDI Across Countries a Strategic Priority

EDI consolidation is the process of combining various EDI systems and suppliers into a single, integrated solution.

Geia Group's growth strategy involves acquiring businesses across Denmark and Northern Europe. With each acquisition, Geia consolidates the new company's EDI system into the TrueCommerce platform, ensuring a unified and efficient approach to digital document exchange.

Seamless Integration Across the Nordics

Operating with the same trading partners in the Nordic region simplifies onboarding and system consolidation. TrueCommerce plays a key role by onboarding newly acquired companies and integrating their trading partners into the platform, making the process smooth and efficient.

Looking Ahead: Expansion and Consolidation

As Geia continues expanding, consolidating EDI systems and standardising ERP solutions across all subsidiaries improves efficiency, consistency, and operational alignment.

Biggest Benefits for Geia



Efficient Onboarding

Quick integration of acquired companies and their trading partners into Geia's EDI and ERP systems.



Consistency and Standardisation

Unified platforms across subsidiaries simplify processes and reduce complexity.



Scalability for Growth

Standardisation enables efficient management of future acquisitions and expansion.