TrueCommerce™

From Legacy to Cloud: ERP Upgrade and EDI Integration

Geia Food

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.

The Objective

Geia Group's rapid expansion into Northern Europe required aligning their technological infrastructure with evolving business needs, particularly modernising their ERP system and EDI solution.

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

Daniel Olesen
IT Director, Geia Food

The Solution

In 2023, Geia upgraded from Navision 2009 to Microsoft Dynamics 365 Business Central (BC). To ensure seamless integration with their new ERP system, they implemented the TrueCommerce EDI solution, providing compatibility and scalability for their growth.

EDI Enhancements: Supporting Customers and Future Goals

With over 150 trading partners already connected through their EDI solution, Geia's commitment to digitalisation is evident. Their EDI system allows them to efficiently exchange a wide variety of business documents with customers, such as orders and invoices.

Moving forward, Geia aims to expand their EDI capabilities to include suppliers, enabling seamless document exchange for orders, invoices, and other relevant transactions. This step aligns with their vision of making business interactions simple and efficient for all stakeholders.

Looking Ahead: Simplifying Supplier Collaboration

As Geia continues to grow, their focus will extend to integrating suppliers into their EDI solution. By enabling EDI-based transactions with suppliers, Geia will further enhance operational efficiency and strengthen their position as a leader in the industry.

This forward-thinking approach underscores their commitment to simplicity, scalability, and superior customer and supplier experiences.

Biggest Benefits for Geia

Meeting Customer Expectations

EDI enables Geia to handle orders and invoices digitally, meeting customer demands and strengthening relationships.

Simplified Processes

Integrated EDI and ERP streamline order handling and supply chain efficiency.

Scalability for Growth

Standardisation enables efficient management of future acquisitions and expansion.

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