

# GOSH COSMETICS HAS FUTURE-PROOFED ITS BUSINESS WITH EDI FROM TRUECOMMERCE



## Background to the Project

Personal dialog, high degree of professionalism and the ability to process transactions from Gosh Cosmetics' Danish and, not least, foreign customers. These were a few of the cosmetics company's key parameters for the decision on replacing their previous EDI supplier with TrueCommerce.

Gosh Cosmetics is constantly expanding the number of both Danish and foreign business partners, and the IT manager is very satisfied with the quality of the work and the scalability of the solution.

Gosh Cosmetics is a 100 percent Danish owned company, that primarily produces cosmetics for men and women, including some of the well-known brands of scents and creams from Caroline Fleming, Isabel Christensen, Cha Cha Cha and Dennis Knudsen. Eighty percent of the company's products is produced in Denmark and sold to 66 markets around the world.

"At Gosh Cosmetics, we serve customers around the world, and when they order products from us, it creates large volumes of complex data. Previously, customers ordered their products by entering their orders with us, after which we expedited them. These many manual procedures presented a great risk of errors," says Dewan Sarwar, IT manager at Gosh Cosmetics. He continues:

"In order to facilitate procedures, we chose to make everything electronic so that we actually link our economy and ordering system to that of our customers."

From the beginning of 2012, TrueCommerce has handled all EDI transactions at Gosh Cosmetics, in Denmark and abroad.

## Outsourcing All EDI Processes

The cooperation with Gosh Cosmetics' previous EDI supplier stopped after a not entirely smooth cooperation.

"At Gosh Cosmetics, we do not have core competence within the EDI area. We know what kinds of tasks we need to carry

out, but we are not technical experts. We have outsourced that task and thereby left it up to our business partner," says Dewan Sarwar.

"Therefore, we need a business partner with whom we can have a personal and close dialogue, so that errors can be corrected and our time consumption can be minimised. Our system is so critical to our business that we cannot use a business partner who is only able to provide us service from a general, impersonal help desk function," he continues.

Following a thorough analysis of the market for appropriate EDI suppliers, Gosh Cosmetics chose TrueCommerce, Denmark's leading supplier of digital connections between business partners with more than 4,000 partners connected to the network.

## The Perfect Match

The cooperation between Gosh Cosmetics and TrueCommerce is relatively new, but for Dewan Sarwar, the first experiences were very positive.

"We entered into the cooperation with TrueCommerce at the beginning of 2012 and from the very start, TrueCommerce's staff exhibited a dedicated effort and desire to understand our business. The fact that they were also friendly and polite people that we could talk to is only one added benefit. With TrueCommerce, we now have what is nearly the perfect business partner in the EDI area," says Dewan Sarwar.

He makes no secret of the fact that Gosh Cosmetics wanted TrueCommerce to be a real business partner and not a traditional supplier.

"TrueCommerce's employees are great project managers who understood how to manage our EDI project from the very beginning. We had agreed on a very tight deadline for when all of our transactions should have been transferred from the previous business partner to TrueCommerce, and this deadline was met to the letter," says Dewan Sarwar.

### Future-Proof Solution

Today, when Gosh Cosmetics gets a new customer that is to be integrated into their electronic order and invoicing system, it is TrueCommerce's task to make it work.

"Because the majority of our customers are foreign, it was crucial for TrueCommerce to be able to handle these customers' transactions. With TrueCommerce, we have a business partner whose core business is the handling of electronic transactions in both Denmark and abroad. Their systems are simple and easy to understand, so the transition has been painless," says Dewan Sarwar.

Currently, Gosh Cosmetics is ensuring the electronic integration with a number of new, large chain stores in Europe and the United States, respectively, and Dewan Sarwar has full confidence that TrueCommerce can handle this task.

"With our new EDI solution from TrueCommerce, we have a future-proof solution, because we can now handle all of the EDI formats that we expect to receive, both today and in the future. We currently export our products to 78 countries around the world, and new countries are constantly being added, which is why it is important that we can always handle new formats," concludes Dewan Sarwar."

### Benefits

Gosh Cosmetics has gained many benefits as a result of working with TrueCommerce, including,

- Digital processing of all document formats
- Time savings
- Improved customer loyalty



"With TrueCommerce, we have a business partner whose core business is the handling of electronic transactions in both Denmark and abroad".

– Dewan Sarwar  
IT Manager  
Gosh Cosmetics A/S

### ABOUT TRUECOMMERCE

TrueCommerce gives organisations the competitive edge with a flexible and cost effective solution that harnesses the scale of our global commerce network underpinned by our best of breed managed service, delivered by locally based service consultants. With TrueCommerce, organisations of any size can easily connect with any trading partner while enjoying the peace of mind of a proven platform that reliably handles tens of millions of transactions annually.

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