



CASE STUDY

TrueCommerce & Stelrad A Digital Transformation Through EDI



Overview

As the UK's leading manufacturer of high-performance radiators, Stelrad faced the mounting challenge of manually processing large volumes of customer orders—a timeconsuming, error-prone task.

By partnering with TrueCommerce, Stelrad was able to implement a seamless, touchless EDI solution that has transformed its order-to-cash process, improved data accuracy, and scaled operations without increasing headcount.

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 offers a touchless workflow that significantly reduces administrative overhead, ensures data accuracy, and enables our Customer Services team to focus on our customers, their needs, and value-added tasks rather than repetitive data entries.”

Ryan Evans
IT Business Support Analyst, Stelrad

The Challenge

Like many manufacturers, Stelrad faced the operational burden of manually processing a high volume of customer orders. This approach was not only time-consuming but also prone to human error, with each input box increasing the risk- leading to inefficiencies across the order-to-cash process and potential delays, with customers missing cut-off times.

The Solution

Many of Stelrad's customers already used TrueCommerce, making it a natural fit. With SAP as Stelrad's ERP, a middleware layer was implemented to manage data flow and provide real-time monitoring. This ensures proactive alerts for missing orders or invoice failures significantly enhancing visibility and control.

The Results

EDI has become a critical part of Stelrad's business. Automating order processing has allowed the team to onboard more customers via EDI without increasing headcount. Customer Services can now focus on meaningful engagement instead of repetitive data entry. Even during peak periods, the process remains smooth and manageable.

“I work very closely with the TrueCommerce support and implementation teams. They are a true asset, and I can say this is one of the reasons to choose TrueCommerce as the solution for your business. The team is great to work with, especially if you have repeat support staff who have familiarity with your configuration.”

Ryan Evans
IT Business Support Analyst, Stelrad

Unique TrueCommerce Benefits



EDI Managed Service
supporting full end-to-end integration across customers, suppliers, and multiple ERPs.



Seamless integration
into Stelrad's existing SAP ERP.



Reduced internal IT
workload thanks to proactive managed services.

Looking Ahead

Stelrad's EDI capability continues to grow in scale and sophistication, allowing for rapid onboarding of new customers and sustained performance improvements. Their advice to other organisations?

Ryan comments:

"Implementing EDI should be one of the easiest decisions a scaling business makes. The benefits of greater efficiency, accuracy, reduced manual effort, and improved scalability are immediate. Every manual entry field is a potential point of failure; EDI eliminates that risk."

About Stelrad Radiators

Stelrad has been a leading supplier of radiators since 1936 and is now the largest supplier of radiators in the UK and Ireland. It has developed into a 'one stop shop' for all things radiators, offering standard steel panel radiators, premium panel radiators, decorative and designer radiators, safety radiator ranges as well as electric options – there's a range and design for every application.

With more than two and a half million radiators delivered last year, Stelrad continues to go from strength to strength offering a unique combination of choice, quality, reliability and availability, with a sector leading 99% delivery within 72 hours service anywhere in the UK and Ireland from its state of the art National Distribution Centre in South Yorkshire, which houses up to 360,000 radiators at any one time, waiting to be ordered and delivered to more than 2,000 outlets around the country.

You can find out more about the Stelrad range at www.stelradprofessional.com. Stay up to date with Stelrad by following them on Twitter [@Stelrad](https://twitter.com/Stelrad) or via the Stelrad Facebook page [@StelradRadiators](https://www.facebook.com/StelradRadiators).

"If we were to imagine operating without EDI today, the volumes would quickly become unmanageable. For any organisation looking to future-proof its operations and enhance customer experience, EDI is a must-have."

Ryan Evans

IT Business Support Analyst, Stelrad