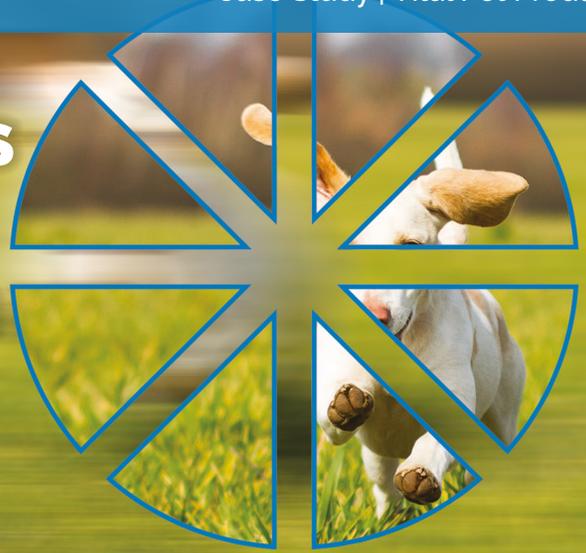


COLLABORATION CONNECTS RETAIL AND FARMING COMMUNITIES FOR LEADING WHOLESALE



Background

Faced with the challenge of trading across both the retail and farming communities, Vital Pet Products needed an EDI solution capable of meeting both standard and proprietary message requirements.

Vital Pet Products is a national pet and aquatic trade wholesaler supplying more than 19,500 products to retailers and farmers from a network of six warehouses in England and Scotland.

Whilst EDI in the retail marketplace is widely catered for, Vital needed a solution that would also integrate with the First 4 Farming (F4F) network which uses different connectivity and messaging technologies.

Through implementation of TrueCommerce's smart solution for any to any connectivity and translation, Vital is able to manage all its ebusiness requirements with a single point of visibility and control.

More Supported

"TrueCommerce and F4F worked closely together to build a bridge between the retail and farming worlds.

"This enabled us to provide a high level of service to our customers in both industries." Said Alastair Stewart, Vital Pet Products' IT and Communications Director:

Added Jeff Bradshaw, Chief Technology Officer at First 4 Farming: "I was impressed with the way in which both TrueCommerce and F4F Agriculture were able to work together to integrate our respective technologies to the benefit of both of our customers."

Michael Latimer, VP Sales & Marketing at TrueCommerce Europe concluded: "Throughout the collaboration F4F worked with us to put the customer first.

"Close alignment of the technologies further facilitated the creation of a great solution."

BENEFITS

- ▶ Manage all ebusiness requirements with a single point of visibility and control
- ▶ High level of service for customers
- ▶ Integrate with the First 4 Farming (F4F) network

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



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