



Case Study: TrueCommerce & BlueStar – Powering Seamless EDI Across Borders

Overview

BlueStar is the leading global distributor of solutions-based Digital Identification, Mobility, Point-of-Sale, RFID, Digital Signage, Networking, Robotics, and Security technology solutions. With over 50 locations across the US, Canada, LATAM/MX, and EMEA, it provides top-tier, vetted specialty hardware and software solutions to a network of value-added resellers, managed service providers, system integrators, and independent software vendors across all verticals.

To scale the business more efficiently, BlueStar wanted to adopt a reliable and scalable EDI solution to streamline customer and supplier communication. TrueCommerce delivered exactly that.

TrueCommerce[™]



The Challenge

Managing a large network of customer relationships and supplier partnerships meant Bluestar faced an increasing volume of transactions. Traditional handling of orders and invoices became time-consuming, with rising risks of errors and delays. The company also aimed to comply with local regulations, including German e-invoicing, which added further pressure to digitise and automate processes.



We needed an EDI setup that could work across borders, support compliance, and reduce manual work.”

Franck Monnet,
IT Manager,
Bluestar EMEA

Unique TrueCommerce Benefits



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



Seamless integration into Bluestar’s chosen ERP system- MicroSoft NAV.



Reduced internal IT workload thanks to complete onboarding of new partners and suppliers.

The Solution

Bluestar selected TrueCommerce for its proven experience with NAV integration and ability to support both customer and supplier-facing processes. Key elements of the solution include:

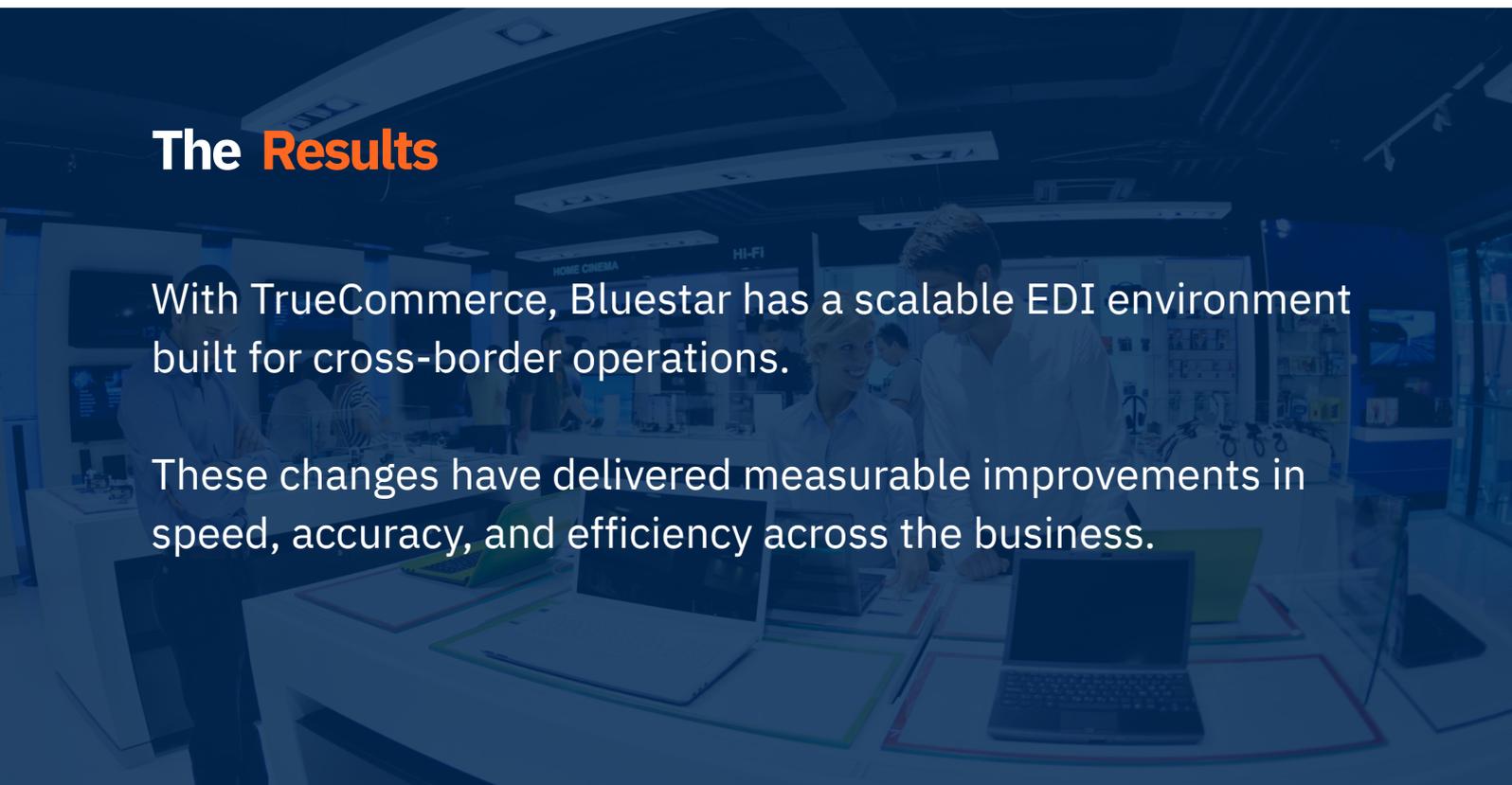
- Automated EDI message flows for customers and suppliers
- Integration with NAV to streamline internal processes
- Setup of German e-invoicing, with first suppliers soon to be onboarded
- Support for future expansion as partner volume increases

This setup ensures consistent, accurate data exchange while preparing Bluestar for regional compliance.

The Results

With TrueCommerce, Bluestar has a scalable EDI environment built for cross-border operations.

These changes have delivered measurable improvements in speed, accuracy, and efficiency across the business.



The Results In Numbers

80%

faster order processing times

Faster order processing and fulfilment

Bluestar accelerated order processing times, reducing the cycle from 2–3 days to less than an hour. This improvement cut the order-to-cash cycle from around 10 days to just 3–4 days, enabling quicker fulfilment and stronger customer satisfaction.

90%

increase in invoice accuracy

Improved accuracy and reduced disputes

Integration with Microsoft NAV standardised processes across multiple countries, increasing invoice accuracy and reducing dispute rates from 3% to below 0.3%. These gains have shortened payment cycles and strengthened financial control.

15%

increase On-Time-In-Full delivery rates

Enhanced delivery performance

Better coordination and visibility with suppliers increased On-Time-In-Full delivery rates by 10–15%, ensuring customer orders arrive as promised and reducing costly re-shipments.

40%

increase in monthly transaction processing

Greater capacity without additional staff

Automation of manual document handling has allowed Bluestar to process 30–40% more monthly transactions without increasing headcount, freeing internal teams to focus on strategic growth and expansion projects.

Looking Ahead

Bluestar plans to expand its supplier EDI network and continue automating document flows. With TrueCommerce, they are well-positioned to scale operations across Europe while maintaining accuracy, speed, and compliance.

“With TrueCommerce, we’re ready for what’s next.”

Franck Monnet, IT Manager, Bluestar EMEA

Customer Benefits

- Cross-border EDI expertise, supporting Bluestar’s operations across multiple countries with compliance to local regulations like German e-invoicing.
- Seamless Microsoft NAV integration that automates document exchange and improves internal process efficiency.
- Accelerated onboarding of new partners and suppliers, reducing manual errors and delays.
- Scalable platform built to support Bluestar’s extensive network of customers and suppliers.

TrueCommerce Perspective

BlueStar is a great example of a business managing current expansion while preparing for future growth. TrueCommerce delivered a NAV-compatible setup that handles regional compliance and makes onboarding easy.

“With a future ERP upgrade, the EDI part is really easy with TC, BlueStar only need to exchange the NAV app with the BC app.”

Jesper Greve, Key Account Manager, TrueCommerce



It's a reliable, scalable solution that simplifies our EDI landscape and lets us focus on growth.”

Franck Monnet, IT Manager, BlueStar EMEA

**Ready to speak
to a specialist?**



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