

# eyebobs

## Automates Order Processing and Drives Supply Chain Efficiency with TrueCommerce



eyebobs is Now More Connected, More Supported and More Prepared for What's Next with TrueCommerce Integrated EDI for NetSuite

### OBJECTIVE

- Increase automation and order processing efficiency while meeting the procurement requirements of major retailers

### SOLUTION

- Leverage TrueCommerce trading partner connectivity and integrated capabilities for NetSuite ERP to optimize order processing and drive supply chain efficiencies

### BENEFITS

**More Connected. More Supported. More Prepared for What's Next.**

- Improves order processing time and reduces chargebacks caused by errors, accelerating the cash-to-order cycle
- Eliminates the need for additional headcount while scaling operations
- Responsive, high-touch support enables seamless issue resolution and efficient product operation

### BACKGROUND

eyebobs is a leading provider of eyewear, with popular reading glasses, sunglasses and prescription eyewear. Marketed to the "irreverent and slightly jaded," eyebobs are sold from major retailers, including Neiman Marcus, Nordstrom, Von Maur, Macy's, Bloomingdales, Dillard's, and more. The company has recently opened eyebobs-branded stores operated by the company. Consumers can also order eyebobs from [www.eyebobs.com](http://www.eyebobs.com).

In order to drive order efficiency and accuracy, reduce manual efforts, improve scalability, and comply with the diverse order requirements of major retailers, eyebobs implemented TrueCommerce EDI for NetSuite in 2014.

Director of IT Susannah Kyle states that eyebobs, like many major retail brands, uses EDI to exchange key order-processing documents with its big-box retail partners, such as receiving EDI 850 purchase orders and sending EDI 810 invoices and EDI 856 advance ship notices. The eyewear company currently has over 15 EDI trading partners, including some of the largest retailers worldwide.

### GETTING MORE CONNECTED DRIVES EFFICIENCY AND AUTOMATES A MANUAL WORKFLOW

According to Kyle, the reason for adopting TrueCommerce EDI was to streamline its order processing operations and automate tasks with a cloud-based solution. Prior to integrating TrueCommerce EDI into its NetSuite ERP system, eyebobs relied on manual efforts to process invoicing, advance ship notices, and purchase orders.

"We were on a different EDI solution that was not integrated with NetSuite," said Kyle. "We would have to go into a separate portal and manually rekey orders."

In addition to reducing manual efforts and errors, while improving speed and accuracy, TrueCommerce EDI has also enabled eyebobs to operate at a scale and efficiency that otherwise would not be possible.

"TrueCommerce has created a great deal of efficiency, and I can't imagine going back," said Kyle. "It's so integrated with our daily business processes that, today, we wouldn't be able to process large retailer transactions with large retailers without it. It's changed people's jobs for the better."

Today, TrueCommerce fully automates the processing of EDI 850 purchase orders, EDI 810 invoices, and EDI 865 advance ship notices.

### MORE PREPARED FOR WHAT'S NEXT WITH RESOURCE PLANNING THAT IS MORE PREDICTABLE

For eyebobs, TrueCommerce EDI is not only an operational necessity, but a financial boon – helping to both eliminate unnecessary costs and make resource planning more predictable.



Retail suppliers like eyebobs may face costly chargebacks if there are errors within the EDI transaction, which can take the form of per-transaction fees. TrueCommerce EDI greatly increases the accuracy and consistency of orders, eliminating chargebacks, and moreover, the TrueCommerce team helps to resolve issues, should they arise.

"If we have a chargeback or if something goes wrong with a transaction, TrueCommerce is always working with us to help solve it," said Kyle.

At the same time, the efficiency and time savings that TrueCommerce creates is a huge cost savings for eyebobs.

"From a financial standpoint, the ROI is huge, compared to what we pay per month and per trading partner plugin," said Kyle. "It definitely is a huge time savings."

### BEING MORE SUPPORTED IS THE MOST VALUABLE FEATURE OF THE RELATIONSHIP

According to Kyle, one of the most valuable features is the support they receive from the TrueCommerce team.

"We have a lot of integrations with NetSuite, and TrueCommerce is one of the partners that's most responsive. They have a very high-touch service level, with many experts on their team, and that's something we really appreciate."

More specifically, Kyle states that TrueCommerce strives to support eyebobs in their supply chain relationships, even as issues arise with

retailers. "TrueCommerce is always looking out for the vendor-supplier side, where other companies may look out for the retailers. That's a big positive, from our perspective, and it's not an experience we've always had."

Kyle states that she would recommend TrueCommerce to other retail manufacturers. "Working with TrueCommerce has been easy. I regularly speak with other businesses in our industry about the TrueCommerce EDI system and say positive things."

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**Susannah Kyle**

Director of IT  
eybobs

### ABOUT TRUECOMMERCE

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. That's why thousands of companies across various industries rely on us.

**TrueCommerce.**  
Do business in every direction.

### THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how our solutions apply to your business, our passionate, customer focused team is here for you.

**Call us today at 888.430.4489**

[www.truecommerce.com](http://www.truecommerce.com)



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