

zMAX

Streamlines Order Processing Across Multiple Channels to Do Business in Every Direction with TrueCommerce EDI and eCommerce Solutions

"TrueCommerce Nexternal Support has been phenomenal throughout our whole design, setup and implementation process."

Diane Mohundro,
Art Director, zMAX

BENEFITS

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

- Native integration options across retail, EDI, B2B and B2C channels streamline an omnichannel business strategy
- Flexible, powerful reporting in the TrueCommerce eCommerce platform greatly simplifies advertising campaign results analysis and helps drive ongoing campaigns



OBJECTIVE

- ▶ Deliver a positive eCommerce experience for B2C and B2B customers, while supporting a longer-term vision to integrate order processing across multiple sales channels

SOLUTION

- ▶ Implement the TrueCommerce Nexternal eCommerce Platform to complement a longstanding TrueCommerce EDI solution

BENEFITS

- ▶ A rich eCommerce feature set empowers marketing efforts and helps deliver an exceptional customer experience
- ▶ Proven TrueCommerce EDI streamlines the onboarding of various major retailers with diverse requirements
- ▶ Dependable, scalable eCommerce and EDI environments cost-effectively support ongoing sales growth across multiple channels
- ▶ Relying on one trusted vendor for both EDI and eCommerce improves responsiveness and accountability to ensure optimal support outcomes
- ▶ Strong support eliminates delays and enhances productivity

BACKGROUND

Since its debut on the Indianapolis Motor Speedway in 1936, what is today called zMAX Micro-lubricant has been protecting engines, fuel systems, transmissions, firearms and more. Today the zMAX product line includes aerosols, sprays and racing oils in addition to the original products.

Automotive and general commodity retailers have sold zMAX products for years, and the company has used TrueCommerce EDI to do business with the largest of these customers since 2009.

The company has more recently begun building B2C and B2B eCommerce sales through a branded web storefront powered by the TrueCommerce Nexternal eCommerce platform. They launched their new web store along with an all-new website in September 2018.

MORE CONNECTED: PEACE OF MIND WITH ONE, RELIABLE POINT OF CONTACT FOR MULTIPLE BUSINESS-CRITICAL SYSTEMS

The company recently launched a B2B sales initiative that targets automotive dealers, engine builders and other motorsports customers, and plans to create a portal in TrueCommerce Nexternal to serve those customers as B2B orders increase.

"We initially looked into TrueCommerce Nexternal for our eCommerce needs because we are a long-time TrueCommerce EDI customer," states David Coughtry, Production and Operations Manager. "We chose TrueCommerce Nexternal mainly because it supports our longer-term vision to integrate order data from multiple sales channels, including eCommerce, retail/EDI and business-to-business."

zMAX appreciates the benefits and peace of mind of having a single, reliable point of contact for these two business-critical systems.

"When you work with the same company for multiple solutions you get better service, more responsiveness and better overall accountability and accessibility than with multiple vendors," asserts Mr. Coughtry.

INTELLIGENT REPORTING DRIVES ADVERTISING CAMPAIGNS AND INCREASE SALES

zMAX currently advertises to consumers and professional mechanics on several television networks, as well as in print. This approach has proven effective in increasing sales, as revealed by TrueCommerce's reporting capabilities.



Diane Mohundro of zMAX, explains: "When I create monthly reports for our marketing manager I always use the TrueCommerce Nexternal Dashboard. It allows me to quickly see what was sold and where, and identify our top-selling products. We use TrueCommerce's MailChimp integration to send out email blasts with coupon codes and other offers, and the Dashboard shows us at a glance how these perform, which determines what our next coupon code or product giveaway will be. This data is key to driving our advertising campaigns."

The solution helps zMAX's marketing team optimize time-consuming tasks and concentrate on revenue-generating activities.

"I like that I don't have to sort through all the sales to analyze a campaign," Ms. Mohundro continues. "I can just click on a coupon code in TrueCommerce and see all the sales for that code so we can tell how well it's doing. For example, on Labor Day we launched two offers, one for a free product and one for 15% off. We could see immediately which performed better and by how much. That data will help direct our marketing for the months to come."

zMAX also takes advantage of TrueCommerce Nexternal's built-in Subscription features.

"On some of our products we offer automatic replenishment," notes Ms. Mohundro. "This makes reordering very easy for customers and helps increase sales."

SHIPPING ECOMMERCE ORDERS WITH EASE

Feedback from retail customers regarding the look-and-feel of zMAX's new TrueCommerce Nexternal storefront has been overwhelmingly positive. zMAX employees appreciate the new system's ease of use as well.

"Shipping eCommerce orders using TrueCommerce Nexternal is seamless and straightforward," Mr. Coughtry reports. "Typically we ship twice per day. Our shipping desks check for new orders in the morning and in the afternoon. We batch process the orders, then batch print the labels and the packing slips."

To reconcile eCommerce inventory, zMAX reconciles inventory numbers against eCommerce transactions and their credit card statement at the end of each month. Then they simply perform one batch order (labeled "eCommerce") to update inventory in their TRAVERSE ERP system.

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MEETING THE EDI REQUIREMENTS OF MAJOR RETAILERS

zMAX does business with a number of large retailers, including Walmart, Menards, AutoZone and NAPA—most of which require their suppliers to use EDI.

The manufacturer currently has twelve trading partners. They use EDI to receive purchase orders from retailers, and to send advance shipping notices (ASNs) and invoices back. zMAX processes 30-50 inbound POs per week and sends out about 50 to 85 invoices and ASNs, and the EDI environment easily scales to handle any sales upticks.

"PHENOMENAL" SUPPORT FOR BOTH ECOMMERCE AND EDI HELPS ZMAX DO BUSINESS IN EVERY DIRECTION

zMAX's experience with TrueCommerce support has been very positive for both its eCommerce and EDI solutions.

"TrueCommerce Nexternal Support has been phenomenal throughout our whole design, setup and implementation process," Ms. Mohundro relates. "They walked us through everything we needed to know. Plus they worked closely with our internal IT department to coordinate launching our new website and the Nexternal storefront at the same time."

Issues are promptly resolved.

"For example, I recently had a question about a coupon setup. I emailed the Support desk and got a response within an hour. It's a huge plus that I didn't have to wait one to two business days for an answer," adds Ms. Mohundro.

Support is equally solid on the EDI side.

"I always get whatever help I need right away when setting up new EDI customers," observes Mr. Coughtry. "Or if there's a glitch in how data is flowing, oftentimes TrueCommerce knows about it before we do."

TrueCommerce Support also has a positive reputation with zMAX's retail customers.

"On a number of occasions when we've been setting up a new partner on EDI, when I tell them we work with TrueCommerce I get a 'sigh of relief' because they know from experience that everything will go smoothly," Mr. Coughtry shares.



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

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