

# Alterity, Inc.

A Ten-Year Partnership with TrueCommerce  
Yields “Happy Customers” and Ongoing  
Business Value for Alterity, Inc.



## BENEFITS

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

- "Best-in-class" TrueCommerce service and support helps accelerate implementations, prevent problems and ensure customer satisfaction
- Strong communication among the partners' development, implementation and support teams has resulted in a superior EDI integration that is a selling point for both
- A stable and growing base of satisfied joint customers drives growth
- Referrals of existing TrueCommerce customers contributes to the bottom line

## BACKGROUND

Based in Arlington, Texas, Alterity, Inc. develops, sells and supports Acctivate, one of the most popular and powerful inventory add-ons in Intuit's QuickBooks ecosystem. Created specifically for manufacturers, distributors and online retailers, Acctivate offers inventory and order management, purchasing and decision support—all in one easy-to-use and affordable system.

For many growing businesses, Acctivate provides just the added capabilities needed to improve efficiency, reduce manual effort and eliminate errors without having to abandon QuickBooks.

Besides helping supply chain businesses manage their inventory and warehouse processes, Acctivate also helps with order management and fulfillment. Through a wide range of integrations, the software centralizes online, offline and EDI order channels to drive increased automation and higher order accuracy.

Many Acctivate customers find they need EDI to comply with the procurement requirements of major retailers. TrueCommerce has offered integrated EDI to QuickBooks users for more than fifteen years, and is the only EDI solution selected by Intuit as "Preferred" for use with QuickBooks Enterprise.

Since 2008, Acctivate and TrueCommerce have partnered to deliver a streamlined, end-to-end EDI solution for growing SMBs.

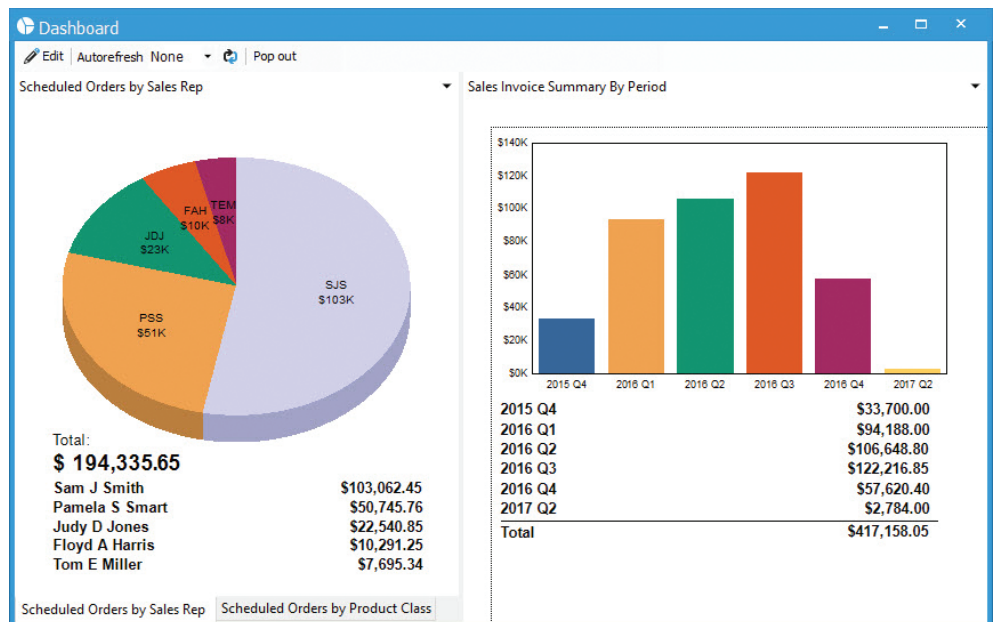
## A SUPERIOR EDI EXPERIENCE

The combined Acctivate/TrueCommerce solution promises a superior user experience along with unsurpassed value for joint customers. Now customers do not need to deploy their own EDI system: Acctivate takes TrueCommerce's best-in-class EDI solution and manages it for them.

"Our customers can process all their EDI transactions from within Acctivate without any additional tools—whether it's an EDI 850 purchase order coming in, or an EDI 810 invoice or EDI 856 advance ship notice (ASN) going out," asserts Dakota May, Sales Manager.

The Acctivate platform is system-agnostic and can work with an array of EDI providers. However, the choice of EDI solution makes a big difference for its customers.

Mr. May points out: "Our support and implementation teams have always valued working with TrueCommerce due to the high service level TrueCommerce provides—both to the client and in working with us throughout the sales and implementation cycle."



Order Manager - Sales Orders

Configure View... Filter Selection... Action...

Quotes Open Booked

\$12.3K 11 \$259K 30 \$7.9K

On Credit Hold Ready to Acknowledge Ready to Capture Payment Ready to Pick Not Ready to

25 \$54.7K 7 \$259K 29 \$0 0 \$11.1K 3 \$0

Order Number	Order Date	Customer	Requested Ship Date	Sub Total	Sched Sub Total	Branch ID	Backordered	Location IC
A1199T	12/5/2016	Abercrombi	12/12/2016	7.50	7.50	D	0.00	Downtm
A1218T	4/5/2016	Superior	3/15/2016	7900.00	0.00	D	2500.00	Main
A1484T	9/3/2016	Anton	9/10/2016	575.00	575.00	D	0.00	Main
A1485T	11/13/2016	Anton	11/20/2016	7461.60	0.00	F	0.00	Main
A1486T	12/1/2016	ABC	12/11/2016	62.25	62.25	F	0.00	FW
A1489T	2/4/2016	Baker, Rub	2/11/2016	45.50	0.00	F	0.00	Main
A1490T	8/29/2016	Best	9/5/2016	17953.50	13808.50	F	4145.00	Main
A1491T	7/29/2016	Barley	9/5/2016	980.00	0.00	D	490.00	Main
A1492T	8/29/2016	Bayshore	9/5/2016	3520.00	3520.00	F	0.00	Main
A1493T	8/29/2016	Bob's Store	9/5/2016	5682.00	3951.00	D	1731.00	Main
A1494T	8/29/2016	Bristol	9/5/2016	7486.25	7486.25	F	0.00	Main
A1496T	11/11/2016	Fern	12/11/2016	990.00	990.00	F	0.00	Main
A1497T	11/19/2016	Nelson	12/11/2016	1201.25	402.50	F	798.75	Main
A1498T	12/4/2016	Fern	12/11/2016	1815.00	924.00	D	891.00	Main

30 orders marked for action. Clear all selections.

Product F100

New Copy Edit View Order New Activity

Product ID F100 UPC Alt Product ID

Description Executive Desk Alt Description

Item Type Inventoried Color Keywords

Product Type Inventory Size

Product Class Furniture

Sales Category Tax Code Tax Not for Resale

Bill of Materials

Stocking Unit Ea Sales Ea Purchasing Ea Packaging Ea

View Alternates

Inventory Prices Substitutions Vendors History Transactions Popups Specs Notes Activities Alt IDs

External Document

Ea metrics

Weight 0 Variable Length 0 Variable Height 0 Variable Width 0 Variable Volume 0 Variable

Inner Pack Qty 0 Outer Pack Qty 0

Landed Cost Factor (0=None, 1=Default) 1x

Technical Specifications

Created 12/15/2015 By SYS

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**Dakota May**  
Sales Manager,  
Alterity

The two vendors' development teams have also collaborated closely on the integration. The result is an EDI experience that is smooth, simple and reliable for business users.

"The quick time to value, the quality of support and the level of communication that TrueCommerce offers our mutual customers has always been best-in-class from our point of view," Mr. May emphasizes. "TrueCommerce was the first EDI solution we integrated with, and historically it's been one of the few that we recommend."

### A GROWING BASE OF HAPPY CUSTOMERS

Mr. May estimates that "well over 50" SMBs are currently using Acctivate

and TrueCommerce EDI together on an everyday basis across North America.

"Our joint customers are definitely happy," Mr. May continues. "We receive positive feedback regarding TrueCommerce."

TrueCommerce has become an integral part of the Acctivate environment.

"Technology-wise, TrueCommerce EDI works really well in the Acctivate ecosystem," notes Mr. May. "For example, both applications can be local or reside in the cloud if the customer prefers. Similarly, both Acctivate and TrueCommerce pass EDI files locally, versus using FTP as some EDI providers do."



"Alterity has certainly grown through our relationship with TrueCommerce based on the fact that we've been able to deliver a solid, user-friendly and well supported EDI solution for the past ten years to our customers using that channel."

**Dakota May**  
Sales Manager,  
Alterity

The partnership has allowed both companies to successfully deploy their winning product combination across numerous verticals.

"Overall, our two products match up really well together across a lot of different industries and different business types, from manufacturers and distributors to online retail companies," Mr. May observes.

Successful cross-selling is another channel growth factor.

"Alterity has certainly grown through our relationship with TrueCommerce based on the fact that we've been able to deliver a solid, user-friendly and well supported EDI solution for the past ten years to our customers using that channel," relates Mr. May. "We've also had a good number of clients come to us that already had QuickBooks and TrueCommerce EDI and are looking for something more."

### A STRONG RAPPORT EQUALS MUTUAL BUSINESS VALUE

Strong customer retention is another benefit of the partnership.

"Rather than leaving QuickBooks and possibly TrueCommerce as well, a growing business can add Acctivate, derive even more value from its investments, and get the best of both worlds," Mr. May states. "All those happy, long-term shared clients contribute to stability and add considerable business benefit."



### 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)



**TrueCommerce™**  
Do business in every direction

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