

NEATS USA

Makes a Clean Start with TrueCommerce
B2BGateway EDI for Intuit QuickBooks Online

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Matthew H. Johnson Sr., NEATS USA

BENEFITS

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

- User-friendly solution enables even a one-person business to meet the procurement needs of major retailers
- Cloud-based platform scales cost-effectively at any transaction volume



OBJECTIVE

- Deploy a cost effective, reliable EDI system to get ready to work with major retailers and handle growing order volume

SOLUTION

- Implement integrated TrueCommerce B2BGateway EDI for QuickBooks Online to automate manual, spreadsheet-based order processing and build a solid foundation for business success

BENEFITS

- Responsive support eliminates the need for in-house EDI expertise, enabling NEATS to focus on growing sales
- Easy-to-use integration with QuickBooks Online streamlines accounting processes
- EDI mobile app makes it convenient to view and manage key business transactions anytime, anywhere

BACKGROUND

NEATS USA is a new business devoted to making dining-out and travel experiences cleaner and safer. The company offers a unique wet wipe called Neats Utensil & Travel Wipes that are alcohol-free, non-toxic with no aftertaste, biodegradable, easy to use and (for air travelers) "TSA friendly." NEATS are perfect for discretely cleaning eating utensils, glassware, food trays, highchairs, hotel remotes, cell phones, or any surface where germs tend to gather. Free of harsh chemicals, NEATS are also great for cleaning up hands or faces anytime.

Especially since the emergence of COVID-19, Neats Utensil & Travel Wipes are increasingly popular for use in restaurants, college dining halls and corporate cafeterias, as well as at events, in taxis and on airplanes. "I believe you should not have to risk your health and the health of your family to enjoy eating out and traveling," says NEATS founder and CEO, Matthew H. Johnson Sr. "Nor should you have to dunk your utensils in your water glass in front of everyone."

A veteran business traveler, Mr. Johnson searched in vain for a product that could give him peace of mind about the cleanliness of his restaurant utensils. When the opportunity arose to invest in creating a solution to this everyday problem, he "took that leap of faith" and started NEATS from his home in the Atlanta area in 2018, after several years of planning and preparation.

CREATING A SUCCESSFUL FUTURE

Neats Utensil & Travel Wipes have sold well from the outset through online consumer marketplaces like Facebook, Instagram and Walmart.com, and can be purchased at Shellis News, located at the Hartsfield-Jackson Atlanta International Airport (the first retailer to offer NEATS retail space). Sales have increased significantly since the COVID-19 outbreak began.

Mr. Johnson has processed and shipped every NEATS order from his home office using spreadsheets—on top of working a full-time "day job" and being a husband, father and now a home-school teacher.

But Mr. Johnson knew that as his business grew, he would need electronic data interchange (EDI) to meet the procurement requirements of major retailers, not to mention keep up with a much higher order volume.

"Even though I'm a small business today, I like to look ahead," Mr. Johnson relates. "That's why I first reached out to TrueCommerce B2BGateway back in 2017, after doing research into EDI online."

After that first connection, TrueCommerce B2BGateway's staff stayed in touch and expressed interest in how NEATS was progressing. "Relationship building is one of my personal strengths, so that meant a lot to me," offers Mr. Johnson. "That's why I kept TrueCommerce B2BGateway high on my list and came back to them when I felt ready to take the next step with EDI."



NEATS officially became a TrueCommerce B2BGateway customer in the fall of 2019.

Another key move that NEATS made with help from TrueCommerce B2BGateway was upgrading its accounting system.

"When I started with TrueCommerce B2BGateway I was using entry-level, cloud-based accounting software that didn't match well with EDI," comments Mr. Johnson. "I spoke with B2BGateway about what accounting tools other SMBs like me were utilizing that could integrate with EDI, and they recommended Intuit QuickBooks Online. After doing some research I made the switch to QuickBooks Online and it's worked very well for me."

READY FOR THE BIG LEAGUES

NEATS got a big break in 2020 when a major pharmacy retailer began selling the NEATS wet wipes on a trial basis in nine stores in the northeast. The retailer doesn't yet require NEATS to use EDI, but the integrated TrueCommerce B2BGateway EDI solution for QuickBooks Online is tested, connected and ready to go as soon as orders start flowing.

Why would an SMB implement EDI before they "really" need it?

"Being forward-thinking, I knew that when I got opportunities to grow my business it would be a good idea to work out all the kinks in advance," explains Mr. Johnson. "I played college basketball and all my life I've been involved in sports. So just in case I got pulled up to the big leagues, I wanted to be ready!"

EDI turned out to be a must.

"One of the things large retailers look for in their potential partners is whether you have an EDI solution," Mr. Johnson notes. "I wanted to be able to at least check that box and say, 'Yes, I do have that solution and I can be ready at any time.'"

MAKING EDI EASY WITH SOLID SUPPORT

A seamless setup process has made the move to EDI an easy one for NEATS.

"TrueCommerce B2BGateway has been excellent in terms of the EDI setup and working with the major retailer to connect those pieces together," mentions Mr. Johnson. "All I had to do was answer a couple of questions; B2BGateway did all the hard work."

Agile, responsive support has been another welcome factor.

"The fact that I can pick up the phone and reach someone at TrueCommerce B2BGateway whenever I need to is extremely important to me," emphasizes Mr. Johnson. "They're also very accommodating based on my schedule. They don't force me to do things at a particular time."

Another EDI feature that makes life easier at NEATS is the TrueCommerce B2BGateway mobile app.

"If I'm traveling or need to go to an event out of town, I can just open my iPad and dive straight into the EDI app," Mr. Johnson states. "Even if I have 50 customers, I can see everything that's going on, from all different angles."

"Cost is very important for a small business and you watch every single penny you have. When I was looking to identify an EDI tool that would fit my budget, I found that TrueCommerce B2BGateway's cloud-based system makes it extremely affordable for a small business."

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CEO
NEATS USA



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KEEPING EDI AFFORDABLE FOR SMBS

Many small business owners might assume that they can't afford an integrated EDI solution, and so they continue to struggle with manual processes. But this has not been the case for NEATS, thanks to TrueCommerce B2BGateway for QuickBooks Online.

“Cost is very important for a small business and you watch every single penny you have,” says Mr. Johnson. “When I was looking to identify an EDI tool that would fit my budget, I found that TrueCommerce B2BGateway’s cloud-based system makes it extremely affordable for a small business.”

TrueCommerce B2BGateway’s pricing model turned out to be good fit.

“Even though I don't have a lot of transactions currently, the monthly service fee fits well within my budget,” Mr. Johnson continues. “As NEATS grows, EDI gives me confidence that these critical customer interactions—which I've been working so hard for—will be handled the right way and at an affordable price.”

COMPLETING THE PUZZLE WITH EDI

SMBs are often short-staffed, leaving a skeleton crew to “do it all.” A trusted, committed technology partner can have a big impact.

“A lot of small business owners or CEOs believe that they know everything, and their way is the right way,” observes Mr. Johnson. “But I don't see it like that. Some of the best athletes are those who understand what their skill set is and look to bring the right teammates into the fold to help gel everything together.”

The deployment allowed NEATS to streamline its growth strategy.

“One of the biggest advantages that TrueCommerce B2BGateway brings to my business is organization and structure,” Mr. Johnson adds. “I'm great at relationship

building and coming up with ideas. But I need a team like TrueCommerce B2BGateway behind me that can manage all the details and transactions, which is not my strength.”

Overall, TrueCommerce B2BGateway is a winning combination for this new business.

“TrueCommerce B2BGateway EDI is very cost-effective, very responsive, and I believe they're committed to helping my company grow,” shares Mr. Johnson. “I would strongly recommend them to other business owners looking for an EDI partner.”



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.

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