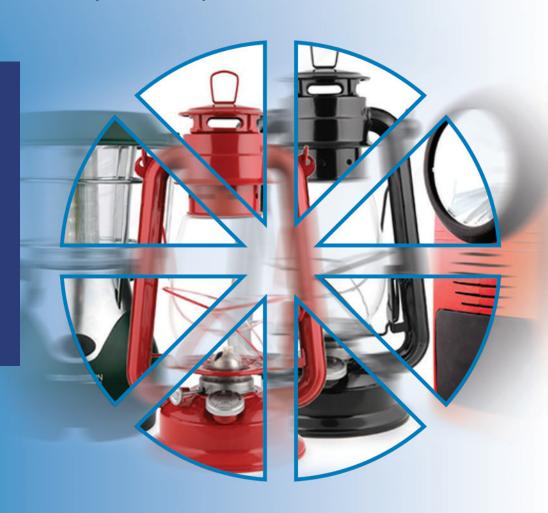# Alliance Sports Group
Microsoft Dynamics GP Integration

TrueCommerce EDI Integration with Microsoft Dynamics GP Streamlines Order Processing at Alliance Sports Group

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

➤ Quick and painless new customer onboarding

➤ Lower total cost for the EDI solution compared to other systems

➤ Rapid and consistent ROI

➤ Outstanding customer support, reducing the need for additional in-house EDI specialist

OBJECTIVE

➤ Minimize the manual effort and headcount required for order processing with a cost-effective, reliable and full-featured EDI solution

SOLUTION

➤ Comprehensive integration between TrueCommerce EDI and Microsoft Dynamics GP automates and accelerates order processing workflows and greatly reduces the order entry personnel

BENEFITS

➤ A streamlined order processing workflow

➤ Over 50% order entry staff reduction

➤ Fewer chargebacks and an improved ability to meet customer requirements

BACKGROUND

This leading sporting goods supplier relies on TrueCommerce EDI for Microsoft Dynamics GP to automate order processing, meet diverse customer demands and control operating costs.

Alliance Sports Group is an innovative designer, manufacturer and distributor of high-quality fitness, home and outdoor products that have made life better for millions of consumers around the world for over forty years. The Alliance Sports Group family of brands includes NEBO®, Quarrow® Fishing Products, iPROTEC™ Firearm Lighting, WEATHERRITE® Outdoor, Bollinger® Fitness and Solaire® Trimwear and True Utility.

Serving thousands of independent retail stores as well as major retail chains, Alliance Sports Group must process hundreds of orders on even its slowest weeks of the year. The more they can automate receiving orders into their Microsoft Dynamics GP ERP system and sending invoices and other business documents to their many customers, the better they can control costs and maintain excellent customer service.

MANAGING A LARGE BUSINESS VOLUME WITH EASE

TrueCommerce EDI integrates smoothly with Microsoft Dynamics GP to automate the exchange of key order documents with major retailers.

Alliance Sports Group has been a TrueCommerce EDI customer since 2006. According to Brenda Omigie, Accounts Payable Manager, the company currently has 39 active EDI trading partners, including some of the world's largest retailers like Walmart, Target, Amazon.com, Sears, Scheels, Batteries Plus Bulbs and Modell's Sporting Goods.

"We have our EDI and ERP linked together so it's much faster and easier to generate invoices automatically from Dynamics GP into TrueCommerce EDI and send them off," Ms. Omigie explains. The system also makes it possible to import EDI purchase orders from TrueCommerce EDI straight into Microsoft Dynamics GP.

"In terms of order volume, we probably get the most individual orders from Batteries Plus Bulbs," Ms. Omigie considers. "We also exchange a lot of documents with Scheels in particular, because they want EDI 810 Invoices, EDI 850 Purchase Orders, EDI 855 Purchase Order Acknowledgements, EDI 856 Advance Ship Notices, and so on."

NO PROBLEMS HANDLING "DIVERSE CUSTOMERS REQUIREMENT"

Robust EDI/ERP integration makes it easier to handle the diverse and specific EDI requirements of major retailers.

Big retailers demand accuracy, consistency and speed from their suppliers. Walmart, for example, presents both a great promise and a great challenge because it operates at high volumes and makes special requirements.

TrueCommerce EDI makes it easy for Alliance Sports Group to live up to their ever-growing expectations.

"Walmart is a pretty demanding customer," explains Ms. Omigie. "Right now we ship to 42 of their distribution centers, and we also handle online (.com) orders."

To get an edge, the world's largest retailer has to supplement large volumes with a more granular approach. TrueCommerce EDI is there to help.

"Sometimes Walmart sends special orders as well," notes Ms. Omigie. "For example, recently they had some specials and needed us to ship directly to about 100 different stores. It wasn't a hassle; it was just different."

So far the solution has been a match for this big retail challenge. "I assume they're happy about the way our EDI works for them because we haven't received any chargebacks yet," laughs Ms. Omigie. "That means everything is going through great."

The company has also replicated this success with the world's largest online merchant—Amazon. In this case, they decided to switch from using the e-commerce giant's vendor portal to TrueCommerce EDI to streamline transaction processing.

"It really runs smoothly," Ms. Omigie observes. "Why use vendor portal when TrueCommerce can handle it?"

ROBUST SUPPORT

Outstanding customer support makes a big difference for a small business.

With sophisticated commerce network deployment scenarios, glitches occasionally arise in even the most advanced and proven platforms. Robust support is an absolutely necessity to avoid costly service delays.

"The thing I like best about TrueCommerce is its customer service," Ms. Omigie points out. "That's a big plus for me because I'm the only one here who knows anything about EDI—and all I know is through on-the-job training."

If there is a discrepancy with incoming orders from Walmart or another customer, Ms. Omigie first checks her customer portal on TrueCommerce. com. From there she can call Customer Support if necessary to learn more.

"If I give them a control number then they will try to solve the problem that day," Ms. Omigie notes. "I've never had any issues with TrueCommerce' customer service. Those guys are really smart and they know how to handle

our business. If I need to call them to find out what something means or why it's happening, they always help me out. Even if I call and get a rep who doesn't know the answer, he or she finds someone who can help and they get back to me within one business day. If it's urgent I usually get the answer even faster than that."

"IMMEDIATE" ROI

TrueCommerce EDI delivered "immediate" ROI by eliminating the need to hire many more full-time and seasonal order entry staff.

In terms of ROI, Ms. Omigie figures that TrueCommerce EDI paid for itself "immediately." "We have 39 active customers on TrueCommerce and five or six more that are seasonal. The system paid for itself really quickly because we didn't have to hire all the extra order entry people we'd otherwise need."

With the company's continuing rapid growth, TrueCommerce EDI continues to generate additional ROI.

Right now Alliance Sports Group has three order entry staff to handle all the orders that come in via phone, fax and email. Ms. Omigie estimates that they'd need at least twice that many and "more during our busy season" without TrueCommerce EDI.

"I don't even want to think about how many more people we'd need without TrueCommerce," says Ms. Omigie. "Scheels alone has 143 orders that come through every week, and Modell's Sporting Goods sends over 150 orders per week. That's one more person right there, just to manually key in those orders. Whereas now I just import them into TrueCommerce, export them to Microsoft Dynamics GP, and the data is there."

The company also gets more value from its EDI investment with each new trading partner.

"With other EDI systems, testing a new customer might take anywhere from three to six weeks if not longer," Ms. Omigie recalls. "Now I just email TrueCommerce letting them know we have a new customer to test, and right away I get someone assigned to help me."

"It seems like TrueCommerce already has maps for all the trading partners we want to add, so testing completes in a matter of few days, instead of weeks," adds Ms. Omigie.

Another cost-saving item is automatic scheduling.

"I turn automatic scheduling on holidays or other times when our business is closed," says Ms. Omigie. "That way the system can automatically acknowledge receipt of customers' purchase orders within the mandated 24- or 48-hour time window. So we don't incur chargebacks or get nasty notes."

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Accounts Payable Manager,
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NEXT STEPS
A Microsoft Dynamics GP upgrade would enable Alliance Sports Group to do more with the TrueCommerce Scheduler add-on.

Even during their "slow season," Alliance Sports Group is processing hundreds of orders per week through EDI. "That's why we want it automated!" Ms. Omigie exclaims. "Total integration and automation is our goal."

COME FOR THE COST REDUCTION—STAY FOR THE CUSTOMER EXPERIENCE
Alliance Sports Group has experience with a wide range of EDI options, but they choose to standardize on TrueCommerce EDI as much as possible.

When Ms. Omigie joined the company in 1999, Alliance Sports Group had an in-house EDI system. Since then they've had several other systems. According to Ms. Omigie, the original business driver for moving from an in-house EDI solution to a commercial solution in 2002 and finally to TrueCommerce in 2006 was to reduce total cost of ownership (TCO) for EDI. Since then, TrueCommerce has proven to be not only more cost-effective but also the preferred solution in terms of usability and overall customer experience.

"To be honest, TrueCommerce has kind of spoiled us [on other providers]," Ms. Omigie offers. "We do currently use one other EDI provider in addition to TrueCommerce because three of our EDI partners insist on it. That vendor wanted to get more business from us and recently gave us a presentation and demo. But their integration relies on web forms, which I really don't like."

"We decided to stay with TrueCommerce—I like the system better and I like their customer support better," asserts Ms. Omigie.

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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