

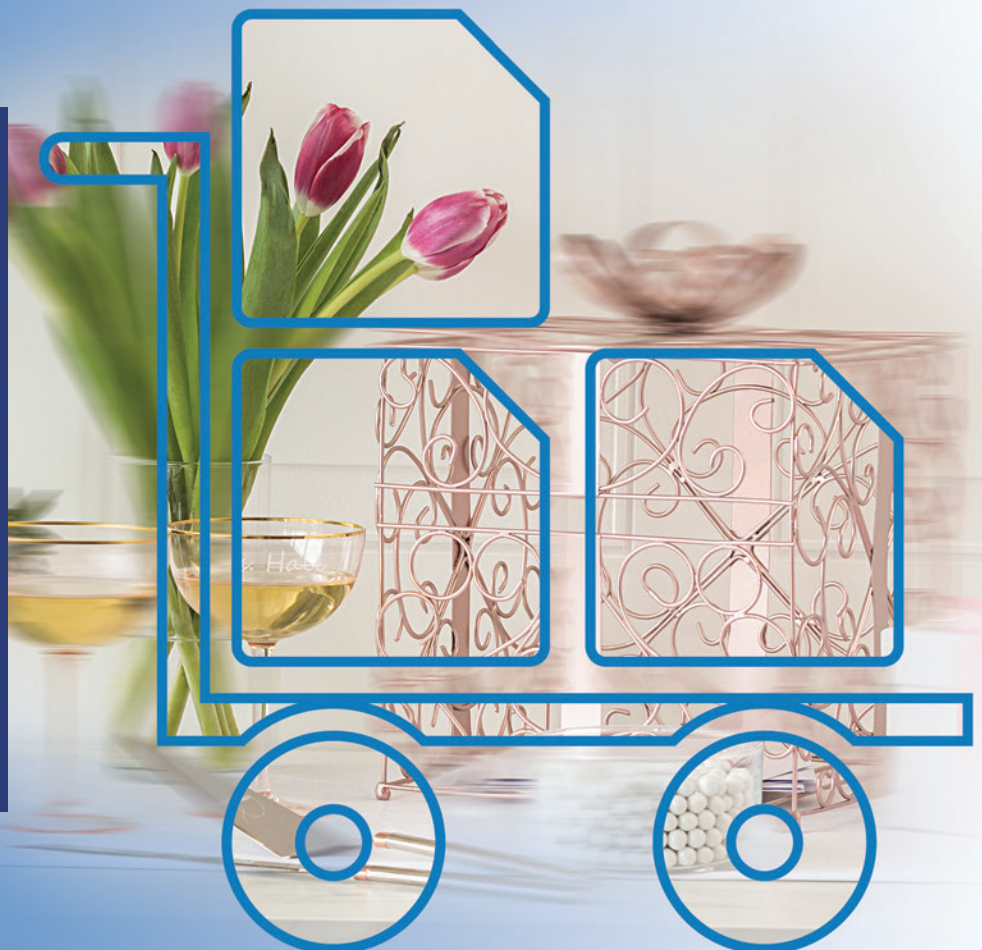
Cathy's Concepts

Leading Manufacturer of Wedding Accessories and Personalized Gifts Drives High-Volume Drop-Shipping Speed and Accuracy with TrueCommerce

BENEFITS

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

- Automates processing of inbound EDI orders and outbound EDI invoices and advance shipping notices (ASNs) to save time, eliminate errors and reduce associated labor cost
- Meets the specific EDI requirements of diverse retailers including marquee brands like Macy's, Nordstrom, Bed Bath & Beyond, Amazon.com and more



OBJECTIVE

- ▶ Deliver the efficiency and accuracy needed to support a 100% drop-shipping business model, even during peak periods where order volume more than triples

SOLUTION

- ▶ TrueCommerce EDI for Distribution One's ERP-ONE business system seamlessly scales to support a fast-paced drop-shipping environment across peak periods and through onboarding new EDI trading partners

BENEFITS

- ▶ Automatic, no-charge updates to trading partner EDI maps keep exceptions to a minimum
- ▶ The TrueCommerce Scheduler add-on automatically imports and exports EDI documents to/from the business system, saving more time and further increasing automation
- ▶ Enables the company to handle a large and growing drop-shipping transaction volume without adding staff

BACKGROUND

Centrally located in Indianapolis, Indiana, Cathy's Concepts has been a leading manufacturer of wedding accessories and personalized gifts since 1988. Specializing in drop-shipping direct to consumers, its extensive product assortment includes special occasion jewelry, glassware and bar essentials, and wedding ceremony and reception merchandise.

Cathy's Concepts is proud to offer its retail partners not only on-trend products, but also comprehensive, web-ready marketing content and unparalleled drop-shipping service. A state-of-the-art distribution center enables this supply chain leader to pick, personalize, pack and ship all in-stock orders within one to five business days.

What's more, Cathy's Concepts maintains a 99% accuracy rate on personalizing and processing orders. Their retail client list includes marquee brands like Macy's, Nordstrom, Bed Bath & Beyond, Target, Kohl's, Home Depot, Belk and Dillard's, along with major e-tailers like Gilt, Zola, Hayneedle, Zulily and Amazon.com.

DOING MORE AND MORE WITH EDI

According to Ryan Plew, Workflow Analyst, integrated TrueCommerce EDI plays a significant role in Cathy's Concepts' drop-shipping efficiency—a role they are actively expanding. The manufacturer has been a TrueCommerce EDI customer since 2013.

"All our largest customers do business with us via EDI," Mr. Plew states. "But we currently have a lot of smaller customers that place their drop-ship orders through a portal on our website."

The process of working with customers who are not using EDI was creating many challenges for the Cathy's Concepts team.

"With our smaller customers not on EDI, the shipping process is very labor-intensive," relates Mr. Plew. "For some, we have to print packing slips and then hand-enter the data into ERP-ONE. For others, we might need to go out to a third-party portal like VendorNet or CommerceHub to pull down files and then import them into our ERP. All that manual intervention leads to issues like typos in PO numbers, which may require a lot of research to fix down the line."

The Cathy's Concepts team decided it was time to shorten the process.

Mr. Plew explains: "We're looking to setup every new and existing customer we can on EDI as soon as possible. Why create a unique, highly manual process for a customer and then hope to move them to EDI later—why not just start out using EDI and get all the efficiency and accuracy benefits from day one?"

TrueCommerce support has been a big help in onboarding new EDI trading partners, including providing up-to-date trading partner maps.

"We're able to work really well with TrueCommerce Support," Mr. Plew shares. "Everyone is very good at their jobs and the onboarding process has been going great."



HOW INTEGRATED EDI HELPS DRIVE DROP-SHIPPING EFFICIENCY

Cathy's Concepts uses ERP-ONE from Distribution One as its business system. As Distribution One's premier EDI partner, TrueCommerce integrates off-the-shelf with this supply chain-centric ERP. This means that integrated EDI documents move back-and-forth between the EDI and ERP solutions automatically, with no need to rekey data.

To further boost automation and minimize touch points, Cathy's Concepts takes advantage of the TrueCommerce Scheduler add-on to automatically exchange EDI transactions with ERP-ONE. EDI 850 purchase orders and other inbound EDI documents are sent automatically to folders on the ERP-ONE server for import on a predefined schedule. EDI 810 invoices, EDI 856 advance shipping notices (ASNs) and other outbound EDI documents are regularly exported from ERP-ONE and automatically sent by the EDI system.

While it can improve efficiency for any organization, TrueCommerce Scheduler is especially useful for businesses like Cathy's Concepts that have a high EDI transaction volume combined with a need to save time and increase automation.

"The scheduling feature works very well for us on an everyday basis," notes Mr. Plew.

SEAMLESSLY HANDLING A VERY HIGH EDI TRANSACTION VOLUME WITH LARGE SEASONAL DEMAND PEAKS

Maximizing EDI efficiency is paramount at Cathy's Concepts because of their high transaction volume. Mr. Plew clarifies: "All of our business is drop-ship. Orders that come to us through EDI are for individual end-customers. We fulfill those orders and drop-ship directly to the buyer as if the package was coming from the retailer."

That means the manufacturer must handle thousands of EDI transactions per month—and much more during peak seasons.

"Our ROI with TrueCommerce was pretty much immediate. If we were processing all those orders manually we'd have to hire dedicated staff, and they'd be entering orders into our ERP constantly. The headcount savings alone immediately pay for the TrueCommerce solution."

Ryan Plew

Workflow Analyst,
Cathy's Concepts



"Having to enter hundreds of orders by hand would take hours and require more staff, whereas with integrated EDI the orders are available to us instantly."

Ryan Plew

Workflow Analyst,
Cathy's Concepts

"In July we have a big sale with one of our major EDI trading partners," Mr. Plew describes. "The holiday period in November and December is even bigger, with transactions increasing by over 300%."

TrueCommerce EDI seamlessly scales up to handle the transaction volume and keep orders flowing no matter how great the volume. "As long as the data is in the correct form, there's never an issue," qualifies Mr. Plew.

REDUCING SHIPPING TIME AND MAXIMIZING ORDER ACCURACY WITH AUTOMATED EDI

The key business benefits that Cathy's Concepts enjoys from its integrated, automated TrueCommerce EDI solution for ERP-ONE are reduced shipping time and greater order accuracy versus manual processes.

"With EDI, everything is just straight-through—it's very much hands-off," Mr. Plew indicates. "You can do a lot more volume faster with EDI than with any other method I've seen."

Quick turnaround is obviously critical with a 100% drop-ship business model.

"EDI is a huge time-saver," Mr. Plew asserts. "Having to enter hundreds of orders by hand would take hours and require more staff, whereas with integrated EDI the orders are available to us instantly."

Integrated EDI also saves time and effort after an order ships.

"Retailers want to know the tracking number as soon as we have it, and they want us to invoice them ASAP," Mr. Plew points out. "If we're processing an order manually, sending tracking data and invoicing the retailer takes significant time. With EDI those tasks are instantaneous."

IMMEDIATE ROI

Mr. Plew feels that integrated TrueCommerce EDI yielded immediate return on investment (ROI) for Cathy's Concepts.

"Our ROI with TrueCommerce was pretty much immediate," reports Mr. Plew. "If we were processing all those orders manually we'd have to hire dedicated staff, and they'd be entering orders into our ERP constantly. The headcount savings alone immediately pay for the TrueCommerce solution."



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



TrueCommerce™ | Do business in every direction