King's Hawaiian

TrueCommerce EDI for Sage 500 ERP and Nexternal eCommerce Platform

King's Hawaiian Relies on TrueCommerce EDI and the Nexternal eCommerce Platform to Deliver Aloha Spirit to Its B2B and B2C Customers Nationwide

BENEFITS

➤ A smooth, cost-effective and easy-to-manage eCommerce platform saves time and makes life easier for business users

➤ A user-friendly, visually attractive eCommerce storefront that extends the brand identity throughout the online shopping experience stimulates sales and delivers a positive experience for consumers

OBJECTIVE

➤ Streamline order processing with reliable, scalable and affordable EDI and eCommerce solutions

SOLUTION

➤ Leverage proven TrueCommerce EDI for Sage 500 ERP for automated, integrated EDI transactions, and the TrueCommerce Nexternal eCommerce Platform for a high-quality, customer-friendly and easy-to-maintain web storefront

BENEFITS

➤ Robust EDI integration with Sage 500 ERP saves time and eliminates errors by automating the flow of data between EDI and ERP— no rekeying required

➤ Powerful, flexible EDI handles the high order volume and diverse procurement requirements of major retailers and grocers

BACKGROUND

This well-known, nationwide brand relies on TrueCommerce solutions to help manage both its B2B and B2C orders.

"Irresistible since 1950," King's Hawaiian is a highly successful, family-owned brand most famous for its breads, rolls and other baked goods. Its products are distributed across the US through major retailers and grocery chains, and are also available at many local supermarkets, on Amazon. com and through the company's own online storefront.

King's Hawaiian uses TrueCommerce EDI to transact business with its largest customers, while the TrueCommerce Nexternal eCommerce Platform handles its online orders from consumers.

RELIABLE, SCALABLE EDI TO MEET THE HIGH-VOLUME DEMANDS OF MAJOR RETAILERS

King's Hawaiian has long relied on TrueCommerce EDI to automate the exchange of order data with its Sage 500 ERP system.

King's Hawaiian has been a TrueCommerce EDI customer since 2012. According to Ann Harper, Customer Service Manager, EDI helps improve speed, efficiency and accuracy across the company's substantial EDI order volume, while also supporting the mandated procurement requirements of some of the world's largest retailers and food stores.

"We use TrueCommerce as our value-added network (VAN) provider, and we use the TrueCommerce Transaction Manager software to receive EDI orders from trading partners, validate that they are complete and correct, and then export the data into our Sage 500 ERP system (formerly Sage ERP MAS 500)," Ms. Harper explains.

Similarly, when sending an invoice, Advance Ship Notice (ASN) or other EDI document to a trading partner, the document is exported from Sage 500 ERP to TrueCommerce EDI. There it is validated against the trading partner's specific EDI requirements before being transmitted over the TrueCommerce Trading Network.

If discrepancies arise, Ms. Harper and her Customer Service team can use TrueCommerce EDI to identify and correct many errors. Technical issues are handled by the company's IT department.

ENHANCING CUSTOMER RELATIONSHIPS WITH ECOMMERCE

Fans of King's Hawaiian products can now order anytime, for delivery anywhere in the US, from the company's user-friendly eCommerce website.

Nexternal eCommerce supports comprehensive integration with EDI and ERP over the TrueCommerce network using TrueCommerce Connect. But for King's Hawaiian this integration is not necessary, as the eCommerce and B2B arms of the company are separate entities.

Since the company already has a successful, nationally recognized brand, they wanted their online store to complement existing distribution channels by helping them deepen relationships with customers, and by offering additional products for their brand evangelists to enjoy and share.

King's Hawaiian processes several hundred orders a day via EDI from major retail and grocery chains like Walmart, Target, and ShopRite. "The data passes in and out of our ERP system automatically, so accuracy is maintained versus if someone had to rekey it all as a manual process and potentially make an error," notes Ms. Harper.

In most cases, EDI is a must: major retailers set this as a condition for doing business with them. About 85% of King's Hawaiian customers use EDI, totaling approximately 85 EDI trading partners. Of those, approximately 40%-50% mandate EDI.

"Most of our larger customers generate EDI orders, so manual orders aren't an option," Ms. Harper adds. "As a business trying to keep up in the industry, integrated EDI is just something you need to do."

Ms. Harper estimates that, without EDI, King's Hawaiian would not only lose the great majority of its order volume, but would also need to hire two more customer service staff to manually process the remaining orders.

> "Most of our larger customers generate EDI orders, so manual orders aren't an option. As a business trying to keep up in the industry, integrated EDI is just something you need to do."
>
> **– Ann Harper**
> Customer Service Manager,
> King's Hawaiian

"We use TrueCommerce as our value-added network (VAN) provider, and we use the TrueCommerce Transaction Manager software to receive EDI orders from trading partners, validate that they are complete and correct, and then export the data into our Sage 500 ERP system (formerly Sage ERP MAS 500)."

– Ann Harper
Customer Service Manager, King's Hawaiian

They needed their eCommerce platform to be reliable, secure, and easy to get started with and maintain. Of course, they also needed it to support the brand's high standard for look-and-feel.

Nexternal proved to be the ideal choice. The design "skin" was completed in just a few days. From there, the store was up and running quickly.

Ms. Linehan reports that data management, credit card processing, reporting and other aspects of managing the company's eCommerce presence are all going smoothly. Strong positive feedback from customers has been an added bonus.

"I am thrilled," says Connie Linehan, General Manager of King's Hawaiian's online store. "They nailed the design and everything is working really, really well."
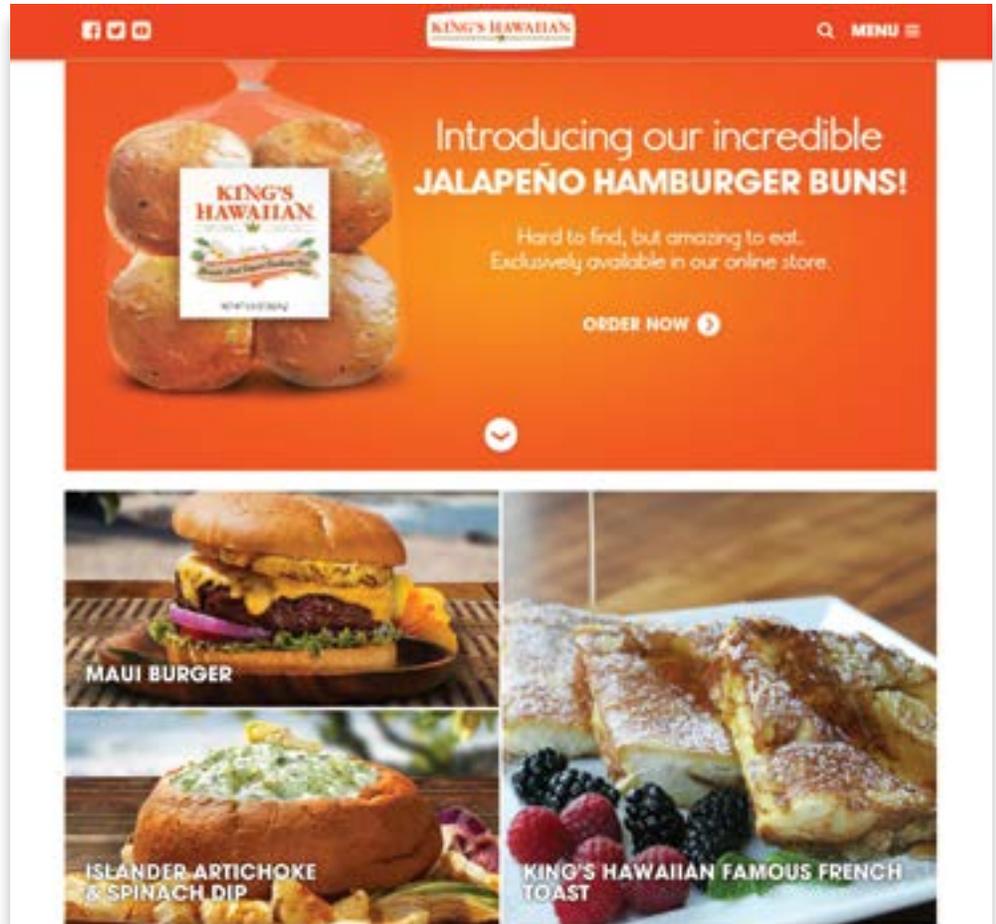
ABOUT TRUECOMMERCE
TrueCommerce revolutionizes trading partner connectivity, visibility, and collaboration by linking suppliers, retail hubs and end consumers in one global commerce network. From the factory to the warehouse, from distributor to retail storefront, achieve new levels of business connectivity and performance with the world's most complete commerce network.

Connect. Integrate. Accelerate.

THE TRUECOMMERCE TEAM IS HERE TO HELP!
If you have any questions regarding TrueCommerce, or how it applies to your business, our passionate, eCommerce focused team is here for you.

Call us today at 888.430.4489

www.truecommerce.com

sage
Development Partner
Endorsed

TrueCommerce™
Nexternal