Buddha Brands

Partners with TrueCommerce to Automate Order Processing with EDI and Amazon.com Integration for Oracle NetSuite ERP

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Johanne Pilon
Supply Chain Manager, Buddha Brands

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

➤ "Built for NetSuite" certified EDI integration automates the exchange of invoices, POs, ASNs, warehouse/3PL documents and a wide range of grocery-specific EDI transactions to meet diverse business and customer requirements

➤ Full order processing automation supports management by exception and shortens the order-to-cash cycle

OBJECTIVE

➤ Improve business efficiency and comply with major customers' procurement requirements by automating manual order processing tasks with web-based EDI integrated with Oracle NetSuite ERP

SOLUTION

➤ Partner with TrueCommerce to rapidly implement a high-performance, user-friendly EDI solution that integrates seamlessly with NetSuite and automates a wide range of sales order, invoice, remote warehouse/3PL and industry-specific transactions

BENEFITS

➤ Flexible, web-based solution easily processes growing order volumes without additional staff

➤ Expert support drives rapid issue resolution to keep orders flowing

➤ User-friendly interface empowers the customer to quickly make changes to their own evolving EDI environment

➤ TrueCommerce Amazon Marketplace integration automatically imports Amazon orders into NetSuite

➤ TrueCommerce Scheduler add-on automates the import/export of EDI documents, eliminating the need for business users to interact with EDI

➤ EDI-driven automation delivers significant ROI through operational cost and time savings

BACKGROUND

Montreal-based Buddha Brands brings delicious, sustainable and better-for-you food and beverage products to thousands of retail locations and online stores across Canada and the US, including Costco, HEB, Wegmans, Loblaws, UNFI, Sobeys, Whole Foods and Amazon.com. With a focus on efficiency and service, this fast-paced supplier has enjoyed rapid and sustained growth since opening its doors in 2010.

UP-AND-RUNNING IN JUST 3 MONTHS

According to Johanne Pilon, Supply Chain Manager, Buddha Brands originally adopted EDI to meet a major retailer's procurement requirements. However, their initial implementation failed. Even after two years, their previous EDI vendor was unable to integrate its software with Buddha Brands's Oracle NetSuite ERP system.

That situation turned around quickly when the company moved to TrueCommerce EDI in 2019.

"We needed an EDI solution that would eliminate all the non-value-added tasks we were doing around order entry and order invoicing," states Ms. Pilon. "We also wanted to link up with our 3PL partners through EDI so we could dispatch orders and receive fulfillment faster."

TrueCommerce's deep industry expertise inspired confidence.

"One of the things that attracted me to TrueCommerce was their comfort level with our complex, industry-specific needs," Ms. Pilon continues. "We deal with taxable and nontaxable items, multiple provincial tax systems, deposit and recycling fees, promotional allowances, damage allowances and more. Our former EDI provider was unable to handle all that. For TrueCommerce it's no problem."

Buddha Brands decided to accelerate the project.

"We told TrueCommerce we wanted to go live with EDI for retail customers in just three months—and we did just that," emphasizes Ms. Pilon. "Yesterday we began doing integrated EDI with our first 3PL warehouse. So we're really starting to see major benefits and ROI."

Buddha Brands has rapidly integrated an exceptionally wide range of EDI transaction sets with its NetSuite ERP environment.

These include:

➤ EDI 850 Purchase Order
➤ EDI 875 Grocery Products Purchase Order
➤ EDI 855 PO Acknowledgement
➤ EDI 856 Advance Ship Notice (ASN)
➤ EDI 810 Invoice
➤ EDI 880 Grocery Products Invoice
➤ EDI 830 Planning Schedule
➤ EDI 864 Text Messaging
➤ EDI 820 Order Remittance Advice
➤ EDI 812 Credit/Debit Adjustment
➤ EDI 940 Warehouse Shipping Order and EDI 945 Warehouse Shipping Advice.

"Everything is more immediate because incoming orders are instantly visible in NetSuite for shipping and planning purposes," says Ms. Pilon. "The data accuracy is better now, so we have fewer errors and more time for value-added work."

MORE SUPPORTED, WITH "COMPLETELY PHENOMENAL" CONSULTANTS

EDI is a key business component for a company like Buddha Brands, and responsive support is critical for a smooth transaction flow. TrueCommerce has exceeded expectations.

"The TrueCommerce consultants are just completely phenomenal," Ms. Pilon relates. "They're patient, caring and fun to work with. With our previous EDI vendor, the support staff were overseas, and answers took a long time. In addition, they never knew what had been done before to fix a problem. With TrueCommerce, I can talk to somebody live, and they have that sense of urgency that our previous EDI vendor lacked. Plus there's no cost for support calls, which is really cool."

MANAGING ORDERS BY EXCEPTION AND "FORGETTING ABOUT EDI"

TrueCommerce's comprehensive, EDI-driven automation enables Buddha Brands to manage orders by exception. Business users can work in the familiar NetSuite environment without worrying about EDI.

"At the end of the day you forget about EDI," remarks Ms. Pilon. "It's something that just happens. We can manage our integration and our orders by exception within NetSuite. EDI stays in the background until we need to make a change."

The TrueCommerce Scheduler add-on supports that process by automating the import/export of EDI transactions at prearranged times.

"The Scheduler delivers a very big bang for the buck," Ms. Pilon observes. "We don't have to manage two systems because the Scheduler brings new orders into NetSuite for us, which saves even more time."

MORE CONNECTED, WITH AMAZON.COM ORDER AUTOMATION

Buddha Brands sells direct-to-consumer on Amazon.com via Amazon Seller Central. Like most sellers, they had been moving order and inventory data by hand between their Amazon account and NetSuite.

Now their TrueCommerce Amazon Marketplace Integration automatically imports Amazon orders directly into NetSuite just like EDI orders. The new automation accelerates Amazon orders and makes that channel more profitable overall.

"We are now seeing significant benefits from TrueCommerce with our Amazon business," notes Mr. Yvan Poulin, Vice President of Operations at Buddha Brands.

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MORE PREPARED FOR WHAT'S NEXT, BY "PUTTING THE USER IN CHARGE"

TrueCommerce offers visibility into mappings and other internal system settings for sophisticated customers who want to make changes on their own.

"I really like the way TrueCommerce empowers my team to manage our integration as our business evolves," explains Mr. Poulin "With our other provider we couldn't see or change anything—we were completely dependent on them when something went wrong. TrueCommerce puts the user in charge. It's easy for us to add an item, add a promotional pricing list, add a new ship-to location or even onboard a new partner."

The built-in alert system adds predictability.

"If there's an error, the error message explains what the issue is and often we're able to quickly fix it, so it's very user-friendly," Ms. Pilon adds. "Also it's very impactful and efficient for my team to be able to make those kinds of changes right away."

STRONG AND GROWING ROI

Comprehensive, reliable EDI automation backed by solid support has a direct impact on Buddha Brands's bottom line.

"The ability to shift people from manual data entry and other non-value-added tasks to intellectual work is really what the ROI from TrueCommerce is all about," asserts Ms. Pilon. "Even with our growing sales volume my team are able to be more efficient and focus on what really matters", enhancing my teams overall work satisfaction.

By going beyond a vendor relationship to serve as a trusted partner, TrueCommerce further extends the value of integrated EDI for Buddha Brands.

"TrueCommerce focuses on the customer and is willing to take on the challenge of analyzing our needs and providing solutions outside the box," Mr. Poulin shares. "They understand our company and how we want to do business. I wouldn't hesitate to recommend TrueCommerce."

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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