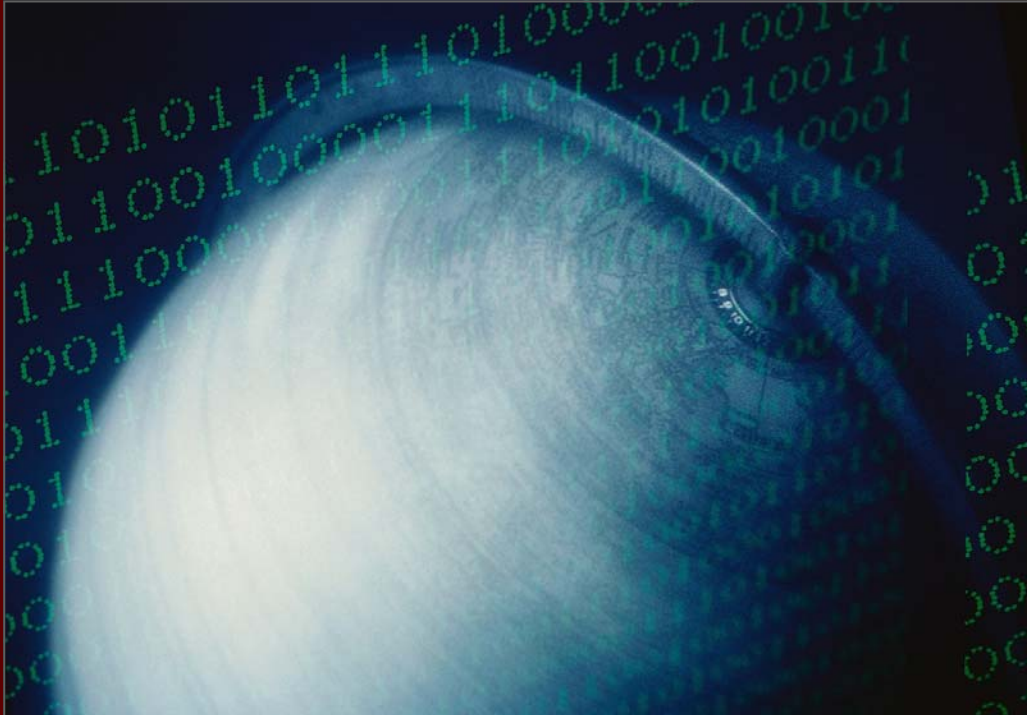


# EDI. Simplified.

Case Study: The Singer Group, Cherry Hill, NJ



## EDI Helps Singer Group Win Battle Vs.

Efficiency is a priority for The Singer Group, and when data from the transactions it handles begins to back up, there's a problem on many fronts. Things that should have been automated now require human intervention. Visibility into the scene diminishes. Transactions don't flow as they should and frustration mounts not to mention cost of ownership.

This begins to describe the situation TSG had been dealing with after it tried to utilize an off-the-shelf electronic data interchange system that originally appeared to suit its needs. With the pressure heating up for more capacity, TSG needed something an off-the-shelf product couldn't handle; something that could handle the volume and variety of functions between itself and its trading partners worldwide, and yet provide simple, heads-up visibility into the information serving managers in ordering, accounting and operations.

EDI Options, Inc. provided that. Today the logistics run well and the pressure to catch up is a thing of the past for a very busy broker.

### The Singer Group

Founded in 1960, The Singer Group is a family-operated business that provides sales, merchandizing, inventory and management services at more than 300 military exchanges around the world. The company represents more than 70 clients providing a wide variety of products from gourmet food, wine, housewares, designer accessories, footwear,

### Key Points

Customization picks up the slack created by off-the-shelf EDI product.

New solution helps broker relieve serious backlog and potential bad PR issue with trading partners.

Client gains the 20-20 visibility needed to track high volume and wide variety of transactional and logistical functions worldwide.

New system is simple to use and ready to take on more volume.



## Winning the Battle Vs. Backlog

When Suhayb Kamal looks back at the problem, you can hear the frustration in his tone loud and clear. "We had asked our EDI provider to give us a system that could do certain things," he says. "What we got was a system that created more manual work. It was painful because people couldn't get jobs done. We couldn't get caught up."

To Kamal, the Director of Operations, this was exactly what he was trying to avoid, particularly in view of the fact that one of TSG's key trading partners was growing at a significant rate and the monthly average order rate was climbing exponentially along with that. As a broker, the company manages orders from military services, the fulfillment of those along with the contract buys of numerous bulk goods from overseas manufacturers and the U.S.-based 3PL shipping logistics company that physically handles the goods. This encompasses merchandise from more than 70 brand-name companies in clothing, housewares, giftware, food, designer accessories, footwear and more.

TSG tracks the contracts among the manufacturers and then matches these with purchase orders from the military exchanges. The company tracks the goods as they are shipped to the logistics center and redistributed to the exchanges in smaller quantities. Shipping and receiving notifications need to be communicated through the entire process and when appropriate goods arrive at the exchanges, invoices are issued that match the original P.O.

"We definitely had a push to change in

front of us and we needed to work with a partner that could understand our situation," Kamal says. "EDI Options principals (Neil Abbruzzese and Greg Wasserman) demonstrated that early on when they came into evaluate what we had been doing and what we needed to accomplish."

"When you deal with as many different partners in a supply chain like this, you don't have a lot of standardization," he says. "The exchanges are not all on the same operating system with the same data fields. So when we were looking at procuring a new EDI system, we knew we needed a solution that could provide more functionality while working with different systems. Otherwise we'd have procurement delays all over again which were related exclusively to the software we had in place. I didn't want to have that strain again."

Abbruzzese says TSG simply had a system that wasn't up to the challenge. "What The Singer Group really needed was a simple business interface that would provide the information necessary to track the logistics on demand without any manual intervention," he says. "They had been falling further behind and were facing a backlog of goods among the 3PL warehouses, causing seasonal items to reach the PBX shelves very late in the season. If that situation had been left unchecked, then clearly TSG's business relationships would have been in serious jeopardy."

Over an 18-month period, and with EDI's assistance TSG's operation had



evolved into an automated process with a variety of custom designed snapshot views over all the key data managers need and want, 24/7. TSG now handles all the technical logistics of every purchase from contract order, through distribution and delivery right back to invoicing. That represents separate EDI transactions flowing in multiple directions and contacts, orders, shipment releases, reports and invoices; all without human intervention. The backlog is gone and the pressure to handle an impending PR issue is no longer a threat.

EDI has also added enhancements to the system and expanded it to other military partners. TSG now has specialized screens and reports that help AR handle matching up shipments and deliveries across a ton of data in order to get paid. The company introduced a new method for covering pre-pack assortments and added the Military Shopping Channel which includes a system for shipping directly to the customer. A similar channel is under development for the U.S. Navy, U.S. Marines and the U.S. Coast Guard.

Kamal is certainly happy with what's transpired and with the personal attention EDI Options has demonstrated throughout the relationship. "We wanted a partner who would watch our back," he says. "They take a lot of ownership and as a result have helped us handle the expansion that's been happening as our customer order volume climbs."

### EDI Options. 20 Years of Industry Know-How

For 20 years, EDI Options has led the way in making EDI technology an easier way to transact business. During much of that time, the company specialized in customer-tailored EDI solutions tackling tough EDI problems. Moving into the future EDI Options continues to produce innovative, economical ways to manage an ever-increasing volume of EDI transactional data.

Contact us today to arrange a free demonstration. We'll show you how easy it can be to step up to the next level.

**516-741-2032**

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