



# B2BGateway helps out in the Black Forest!

German Based Bavarian Marketing Corporation, needed an internationally supported EDI solution.

**“As an International company, QuickBooks and B2BGateway has helped us to connect to business partners around the globe.”**

**Emily O'Leary  
Admin Manager  
Bavarian Marketing Corp.**



## SUCCESS STORY

**Bavarian Marketing Corp.**

## AT A GLANCE:

### Customer:

Emily O'Leary

### Location:

Florida and Bavaria, Germany

### Industry:

Food Products

### Business Challenge:

Bavarian Marketing needed an EDI solution in order to sell goods to six different companies in the USA.

### Solution:

Using QuickBooks as an accounting package, it only made sense to use B2BGateway as the preferred solution provider.

### Results:

B2BGateway connected Bavarian Marketing to six different EDI enabled trading Partners in a short period of time and at the right price.

## Customer Profile

Bavarian Marketing Corporation is based in Jacksonville, Florida USA, but their primary point of contact and marketing offices are based in southern Germany (Bavaria).

Emily O'Leary is the Administrative Manager of Bavarian Marketing Corporation and she is based in the Bavarian office. Emily ran QuickBooks (USA Version), as an accounting and inventory management package for the company.

Bavarian Marketing needed an EDI solution to start selling goods to the US companies: AmeriCold, BethelEckert, Grocery Supply, MDV Nash Finch, DECA and GSC San Antonio.

Without EDI, companies like Bavarian cannot be vendors to most large organizations in the USA including the six companies listed above.

However, not being a large organization, Bavarian did not want to spend a great deal of money on an EDI solution. They also needed the solution to be easy to manage.

## Business Challenge

Bavarian Marketing needed an EDI solution that allowed them to be a vendor for companies that were based in the USA.

Bavarian also needed a solution that was easy to use and cost effective. Neither did they have a large budget for EDI nor did they have an IT staff to implement the solution.

Finally, since Emily is based in Germany, Bavarian wanted an EDI solutions provider that was based in the European Union but was able to work with USA companies. This solutions provider also needed to be familiar with the USA version of QuickBooks.

All this seemed like a great deal of requirements that Bavarian Marketing was looking for. The possibility of finding a company seemed like an unrealistic goal

When Emily looked in the Intuit/QuickBooks Solutions marketplace, she was able to find out that B2BGateway had a European office supporting EU clients on USA and EU versions of QuickBooks.





## Solution Overview

Emily was able to contact the B2BGateway office in Dublin, Ireland and find out B2BGateway was just what she needed. B2BGateway was the first EDI solutions provider listed on the Solutions Marketplace way back in 2002. In fact, the EDI section of the Solutions Marketplace was opened at the request of B2BGateway.

Having a B2BGateway office in the EU, the staff in Dublin was able to support Bavarian Marketing in the same time zone. Since the primary office of B2BGateway is based in the USA, the team at B2BGateway was well versed in the operations of QuickBooks USA.

The B2BGateway team in the EU was also familiar with the EDI requirements of AmeriCold, BethelEckert, Grocery Supply, MDV Nash Finch, DECA and GSC San Antonio. B2BGateway also supports all EU EDI formats and services all of the major large format retail operations in the European Union.

The ease of operations and the full service implementation that B2BGateway provided made the entire EDI process very easy for Bavarian Marketing. The cost effective pricing was also a great feature. The pricing model of EDI in the European Union (apart from B2BGateway) is much more expensive than the solution that was offered by B2BGateway.

## Business Benefits

Bavarian marketing has established working vendor relationships with six different organizations in the USA. Bavarian Marketing has been able to substantially increase their business base and has become a world leader in Bavarian exported baked goods.

Bavarian marketing was able to increase their business base without increasing their staff. Orders are imported into the QuickBooks package with a simple click of a button. There is no need to hire costly and error prone order entry staff members.

When Bavarian Marketing wants to invoice the buyers in the USA, a simple click of a button extracts invoices from QuickBooks and sends them to B2BGateway for reformatting and delivery to the trading partner.

So, business has increased, orders are processed more efficiently and error free, and the price of the solution is less than a fraction of the cost of an entry level order entry person.

B2BGateway and QuickBooks have provided a quick easy and cost effective solution to Bavarian marketing Corporation.

**“B2BGateway and QuickBooks, provides a fast, efficient and cost effective way of doing business as well as keeping track of the company's day to day operations.”**

**Emily O'Leary  
Admin Manager  
Bavarian Marketing Corp.**

## FOR MORE INFORMATION VISIT:

**Shannon Systems/B2BGateway**  
[www.B2BGateway.net](http://www.B2BGateway.net)

**Quick Books**  
[www.quickbooks.com](http://www.quickbooks.com)

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