



**B2BGateway**  
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*“B2BGateway’s Warehouse Support Site solutions allow Bluebella to work more efficiently with key retailers and fully comply with their ordering and delivery requirements. The best part is that B2BGateway makes it simple and easy”.*

## BLUEBELLA UTILIZES B2BGATEWAY’S WSS SOLUTION TO AUTOMATE ORDERS TO KEY RETAILERS.

MATHILDE C. - BLUEBELLA

BLUEBELLA®

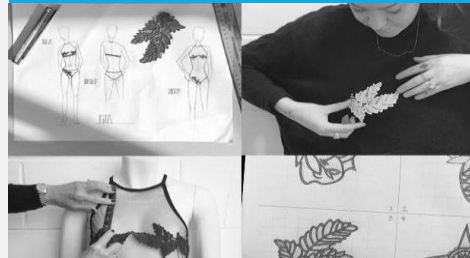


### About [Bluebella](#)

Founded in 2005 by Emily Bendell, the story and vision for the brand was simple. Fashion-led luxurious lingerie and nightwear collections made with the highest quality at an affordable price. Bluebella is a lingerie brand with strength and modernity at its heart; designed to redefine sensuality. We take inspiration from the world around us and today’s lifestyle and fashion trends to create collections that are unique and exclusive, and we are proud to be stocked in luxury retailers throughout the UK and internationally.

### About [B2BGateway](#)

Since 2001, B2BGateway has been providing Electronic Data Interchange (EDI) & API Connectivity Solutions for NetSuite users. B2BGateway’s cloud-based EDI & API Connectivity solutions allow the NetSuite user to communicate seamlessly with their customers and 3PL’s. We offer both web based and fully integrated EDI & API Connectivity solutions to cater for all market needs and wants (e.g. X12, EDIFACT, Tradacoms, Eancom, Odette, oioUBL, XML, VAN, AS2, FTP, etc.). Our Cloud/SaaS based fully integrated EDI & API Connectivity solutions will integrate seamlessly with all NetSuite ERP Solutions.

<h3>BUSINESS CHALLENGE</h3> <p>Bluebella needed a solution to automate the purchase orders process, generate ASN and printing carton labels.</p>	<h3>SOLUTION</h3> <p>B2BGateway proposed their WSS Solution. B2BGateway’s Warehouse Support Site is a full featured warehouse and shipping management tool that allows staff to print tickets, print barcode labels, send ASNs, order acknowledgements and invoices.</p>
	<h3>RESULTS</h3> <p>EDI and B2BGateway’s Warehouse Support Site solutions allow Bluebella to work more efficiently with key retailers and fully comply with their ordering and delivery requirements.</p>