



53

# SUCCESS STORY

“By automating much of our order to cash process via EDI with B2BGateway’s solution, we have lowered our cost to serve key accounts, and enabled our fulfillment partners to deliver on the retail-compliance requirements of our customers with the rigor we expect. Our ultimate pursuit is the happiness of our customers. Partners of FiftyThree must share a customer-oriented mindset. This is equal to, and often, more important than the technology itself. B2BGateway has demonstrated this at every level and with individuals on their team going above and beyond their ‘traditional’ roles to ensure our satisfaction. This factor makes B2BGateway stand out above their competition.”



Jason Sharpe | Head of Operations & People

53



**Customer:**  
FiftyThree



**Location:**  
New York, NY, USA



**Solution:**  
Cloud based, fully integrated EDI solution for QuickBooks Enterprise by B2BGateway.



**Business Challenge:**  
To improve their supply chain efficiencies by implementing a cutting edge EDI solution that would integrate seamlessly with FiftyThree’s QuickBooks Enterprise system and remove a costly manual data entry process.



**Industry:**  
Software & Hardware



**Results:**  
Improved overall supply chain efficiencies, reduced costs and the ability to rapidly scale to meet market needs.



## CUSTOMER PROFILE

FiftyThree founded in 2011, builds tools that make ideas better. They are the makers of Paper, the fast and beautiful sketching app for getting ideas down, and Pencil, the award-winning digital stylus created especially for the Apple iPad. Internationally recognized for design excellence and innovation, FiftyThree has received awards from Apple, IDSA, The Edison Awards, and IxDA. FiftyThree is based in New York and brings together the craft of software, hardware, and service design.

## ABOUT B2BGATEWAY

B2BGateway is a world leader in the provision of cloud-based, fully-integrated EDI and automated supply chain solutions founded in Boston in 1999 and with additional offices in Europe, Australia and China. B2BGateway offers clients 24/7 customer support with each client having their own designated setup team. B2BGateway's EDI solutions are simple to use, competitively priced, highly effective and can increase profitability by reducing the costs associated with manual data entry errors. For further information please visit [www.b2bgateway.net](http://www.b2bgateway.net)



For more information about B2BGateway  
+1 401-491-9595 // Main Office  
<http://www.B2BGateway.Net> // Web Address  
[Info@B2BGateway.Net](mailto:Info@B2BGateway.Net) // Email Address

© 2017 B2BGateway.Net. All rights reserved.  
This case study is for informational purposes only.



B2BGATEWAY.NET MAKES NO WARRANTIES  
EXPRESS OR IMPLIED, IN THIS DOCUMENT.

## BUSINESS CHALLENGE

FiftyThree needed an EDI solution that fully integrated with their QuickBooks Enterprise system and also a solution that was fully compliant with their trading partners' specifications. FiftyThree's requirements included the ability to manage growing customer demands, improve supply chain efficiencies, cut costs and have their overall EDI solution implemented within a short time frame.

## SOLUTION

As a QuickBooks Gold Developer with the highest customer satisfaction rating on the Intuit QuickBooks App Store Apps.com, B2BGateway was chosen to look after the EDI needs of FiftyThree. FiftyThree selected the B2BGateway's cloud based EDI solution after an extensive search of the EDI provider marketplace. Not alone could B2BGateway provide full integration to their QuickBooks Enterprise system, but B2BGateway being a global organization with offices in North America, Europe, Australia and China was able to meet all the international EDI data standards such as ANSI X12, EDIFACT, Tradacoms etc. That would be required by FiftyThrees international customers and third party logistics providers (3PL).

## BUSINESS BENEFITS

Having a fully integrated EDI solution allows FiftyThree to automate the sending and receiving of standard business documents such as purchase orders, invoices, shipping notices and inventory updates internationally with their customers and third party logistics providers. By fully integrating with QuickBooks Enterprise, B2BGateway removed the need for the FiftyThree staff to manually re-key data; this in turn leads to reduced errors, lower labor costs and a faster 'order to payment' cycle with their customers.

