



SUCCESS STORY

"Integration between our distributors and our accounting and warehousing functions use to be a big paperwork nightmare that took many staff hours to reconcile. Now, with B2BGateway, it's there, at our fingertips, fully accountable and in the cloud. Employees in Sydney, San Francisco, London and Toronto are now all on the same page, and our staff requirements have been reduced by nearly 20%. How good is that?"

Peter Spoto | President **MAXRelief** 



B2BGATEWAY.NET
GLOBAL EDI NETWORK



Customer:
MaxRelief



Location:
Australia, USA, UK and Canada



Solution:
B2BGateway has developed a cloud based, fully integrated EDI solution for Xero users which removes the need to manually re-key data when exchanging orders and invoices with trading partners.



Business Challenge:
Expanding into the North American market, MaxRelief needed an EDI solution that would meet the data standards and communication protocols required by their US base customers, but they also required a cloud based EDI solution that would fully integrate with MaxRelief's Xero accounting software solution.



Industry:
Distributor of 100% natural pain relief products.



Results:
Improved overall supply chain efficiencies and shorter order to payment cycle.



CUSTOMER PROFILE

Born in Australia in 2000 as a pain relief product specialist, MaxRelief pain relief therapies have helped more than one million people worldwide, including those in its home country of Australia, to become pain-free naturally. MaxRelief is made from 100% natural ingredients and it is the only topical pain reliever that combines the soothing, anti-inflammatory properties of Arnica with the moisturizing and regenerative capabilities of Emu and Rosemary oil. In 2015, MaxRelief introduced pain relief spray and cream to the U.S. market, selling to pharmacies including Cardinal Pharmaceutical and Drugstore.com.

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



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BUSINESS CHALLENGE

As the MaxRelief business grew throughout North America, the company needed a cutting edge, fully-integrated EDI solution that was fully compliant with their trading partner's specifications. A solution that would allow MaxRelief to receive orders directly from their customers into their Xero accounting software system. MaxRelief began by looking for organizations that not only provided EDI functionality but could also provide advanced features such as full integration with their cloud based Xero accounting software solution.

SOLUTION

After searching the market extensively, MaxRelief found that many EDI providers could meet their needs of translating their required EDI documents, but none could provide an integration with Xero. That was until MaxRelief learned about B2BGateway's cloud based, fully integrated EDI solutions for Xero users. B2BGateway's EDI solutions for Xero offer the user ease of use, the ability to meet the many data formats and communication protocols required by their trading partners and access to B2BGateway's unsurpassed 24/7 client support. B2BGateway's fully integrated EDI solutions for Xero removed the need for MaxRelief staff to re-key data when processing orders and invoices.

BUSINESS BENEFITS

Having a cutting edge, fully integrated EDI solution from B2BGateway allowed MaxRelief to comply with all the ANSI X12 data and communication standards required by MaxRelief's US based trading partners. B2BGateway's cloud based, fully integrated EDI solution for Xero made MaxRelief's expansion into US market easier, and less difficult. MaxRelief can now easily expand throughout the North American market comfortable in the knowledge of having all the necessary, solutions already in place and working efficiently. Full EDI integration also benefits MaxRelief by giving greater accuracy of data, shorter order to payment cycles and the freeing up of staff resources from mundane tasks such as manual order entry, allowing the staff to concentrate on more profitable parts of the business.