



# SUCCESS STORY



*“When we left our previous ERP system, we were investing so much and using just a portion of the functionality. Now, with Brightpearl, we are paying a small fraction of our previous costs and using 90% of its functionality. Making the switch has been fantastic for our business.”*

**Robin Nash | Co - Founder BOBUX\***



**B2BGATEWAY.NET**  
GLOBAL EDI NETWORK



**Brightpearl**



**Customer:**  
RT Nash



**Location:**  
Castle Rock, CO, USA



**Solution:**  
B2BGateway’s development team developed a new, fully – integrated EDI solution for Brightpearl within weeks so there was no disruption to RT Nash’s business.



**Business Challenge:**  
Needed to replace large expensive ERP system with new cloud-based, cost effective system and yet maintain existing B2BGateway EDI functionality.



**Industry:**  
Distributors of Bobux Shoes and Silly Billyz Brands to large scale retailers.



**Results:**  
Improved overall supply chain efficiencies through the electronic exchange of business documents and a drastic reduction to ongoing costs has greatly helped RT Nash’s bottom line.



## CUSTOMER PROFILE

Founded in 1999, RT Nash is the exclusive US distributor of Bobux shoes and Silly Billyz brand. The Bobux and Silly Billyz supplier works with major retailers such as Amazon, Target, Nordstrom and Toys R Us to name a few.

## 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 // Email Address

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## BUSINESS CHALLENGE

Although trading with B2BGateway since 2004, in 2013 RT Nash decided that the costs of their current ERP system were escalating out of control and that they wanted a new cloud-based ERP system that would cut costs but also give them greater flexibility. It was equally as important to find a system that B2BGateway EDI could integrate with.

## SOLUTION

After an extensive market search, concentrating on cloud-based ERP systems, RT Nash selected Brightpearl. The ERP's software and services enable multi-channel suppliers and retailers to manage the heart of their business by combining orders, inventory, customer data, accounting and reporting into a single, reliable retail management system. The Brightpearl Commerce Acceleration Platform (CAP) also provides real-time reports on inventory, cash flow, profitability by SKU and channel, customer purchase behavior and more. Although Brightpearl was a new solution to B2BGateway, its cloud-based architecture and import/export functionality meant that the B2BGateway development team had to complete a new fully-integrated, EDI solution built and tested within weeks for smooth transition.

## BUSINESS BENEFITS

Having a cloud-based EDI solution that is fully-integrated with Brightpearl has greatly improved RT Nash's supply chain efficiencies while drastically cutting down on costs of their previous ERP provider. RT Nash use B2BGateway's EDI solutions for Brightpearl to exchange electronic documents such as orders, invoices and advance ship notices with their retail trading partners such as Bed Bath and Beyond, Kohl's and Zappos. With everything automated, the RT Nash staff no longer has to re-key orders into Brightpearl and this leads to greater accuracy of data, shorter order-to-payment cycles and the freeing up of staff resources from mundane tasks such as manual order entry to more productive and profitable environments within the organization.

