



**B2BGateway**  
[www.B2BGateway.Net](http://www.B2BGateway.Net)  
 Sales@B2BGateway.Net



## B2BGATEWAY'S EXPERTISE WITH NETSUITE HELPS SELLMARK SEE MORE VALUE FROM THE RELATIONSHIP OUTSIDE OF JUST EDI.

*"Every Trading Partner has different EDI requirements and the team at B2BGateway is very good at solving those to make sure the systems just flow."*



### ABOUT SELLMARK CORP.



**MARGARET SAENZ**  
 SELLMARK CORPORATION

Sellmark is dedicated to making "Brands That Sell" and has accomplished this by successfully integrating its "sellmarketing" strategy. Utilizing this unique approach, Sellmark has continually launched outdoor brands that have products in specific categories. They produce an array of outdoor lifestyle products that are known for their high quality and value. Sellmark continues to grow by entering new international markets while continuing to expand its diverse product offering.

Sellmark is committed to doing business with ethics, hard work, innovation and creativity. These core values are what make up the very foundation of the company. To accomplish this Sellmark hires, trains and retains highly qualified people who perform their duties with the upmost respect and professionalism towards their customers and fellow coworkers.

### 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. In addition to our global headquarters in Rhode Island, B2BGateway has offices in Ireland and Australia enabling us to offer unparalleled support across all time zones.

For further information please visit [www.b2bgateway.net](http://www.b2bgateway.net)

### BUSINESS CHALLENGE

Like many successful companies, Sellmark Corporation had humble beginnings, starting out in a home garage. As the business grew rapidly and they started tacking on some big box retailers, they needed to find a solution that would eliminate the process of manual data entry for their consistent influx of orders.

### SOLUTION

Sellmark Corporation came across B2BGateway as an economical and cost friendly EDI solution. B2BGateway's team of EDI experts handles all of the correspondence between Sellmark's Trading Partners and their third party testing companies to ensure that the connections are running smoothly.

### RESULTS

Sellmark Corporation views B2BGateway as a reliable resource and partner. The efficiency and the time saved from B2BGateway's EDI solution is what creates the most value for them. "Not only does B2BGateway monitor the EDI side of things, but they have helped us solve other issues, such as NetSuite support and onboarding new trading partners, because of their expertise. Solving EDI issues quickly just wouldn't be possible without the B2BGateway team."



**B2BGATEWAY**<sup>®</sup>  
 GLOBAL EDI & API NETWORK



**B2BGATEWAY'S EDI FOR SELLMARK CORPORATION**  
 CASE STUDY

