

# Franco Manufacturing

## TrueCommerce B2BGateway EDI Integration for Shopify Helps Franco Manufacturing Efficiently Leverage New Sales Channels



"The support is phenomenal—everything we need is always there."

Flor Pintor-Dong, Franco Manufacturing

### OBJECTIVE

- Maintain competitive service and fulfillment efficiency while expanding online sales by integrating Shopify marketplace transactions with BlueCherry ERP system using XML

### SOLUTION

- Implement TrueCommerce B2BGateway EDI integration for Shopify to automatically exchange order and tracking data between BlueCherry ERP and online marketplaces

### BENEFITS

**More Connected. More Supported. More Prepared for What's Next.**

- Cloud-based solution scales cost-effectively to handle a growing transaction volume.
- Seamless, "no-touch" integration allows management by exception.
- Responsive support keeps transactions flowing, so customers get their orders on time

### BACKGROUND

Founded in 1952, family-owned Franco Manufacturing has created decorative and innovative home-furnishing décor products for three generations. Among the top US-based home textile companies, Franco specializes in high-quality bedding, bath and clothing products featuring beloved characters under many leading brand names, including Disney, DreamWorks, Nickelodeon and Warner Bros.

The forward-looking company is committed to maintaining its competitive leadership in today's omnichannel retail landscape. They sell their products through department stores, specialty retailers, and mass market retailers like Walmart and Target, as well as online through a variety of marketplaces.

Successfully selling direct to consumers in the highly competitive, performance-driven online space has been a significant step for this established business, which traditionally has focused on larger volume retail orders.

To further expand their business with the online marketplaces built on Shopify and other top eCommerce platforms, Franco Manufacturing turned to TrueCommerce B2BGateway.

### KEEPING SALES ON PACE DURING THE PANDEMIC

According to Flor Pintor-Dong, Compliance Manager, Franco's TrueCommerce B2BGateway integration with Shopify sites went live in December 2020.

When Franco receives a Shopify order from a consumer, its TrueCommerce B2BGateway solution converts it to an EDI 850 purchase order and exports it to the BlueCherry ERP system, where it can be processed like any other Sales Purchase Order. TrueCommerce B2BGateway also keeps inventory and order status in sync between BlueCherry and Shopify-powered marketplaces, based on EDI 846 Inventory and EDI 856 advance ship notices imported from BlueCherry.

Franco ships each online order directly to the consumer from their warehouse in South Carolina. Thanks to the Shopify integration, the manufacturer is better able to meet today's high consumer expectations, including fast shipping and timely order status.

**SUPPORT IS "ALWAYS THERE"**

As an experienced EDI professional, Ms. Pintor-Dong has been impressed with the results she's seen from TrueCommerce B2BGateway support.

"The support is phenomenal—everything we need is always there," says Ms. Pintor-Dong. "To me, it doesn't matter how beautiful your software is if you're not there when we need support."

"With TrueCommerce B2BGateway, we love the support," Ms. Pintor-Dong shares. "If we have a question, we just send an email or open a case and they follow up right away."

Comprehensive testing before moving the solution to production has also paid off.

"Everything was tested thoroughly, so once we started taking orders there have been very few issues; nothing major at all," notes Ms. Pintor-Dong.

**SEAMLESS, "NO-TOUCH" INTEGRATION ALLOWS MANAGEMENT BY EXCEPTION**

Another benefit of the TrueCommerce B2BGateway integration with Shopify is a seamless, hands-off user experience. Order data flows in and out of BlueCherry without user intervention.

"We've only recently started with the Shopify channel, and sales are getting better and better each day," reports Ms. Pintor-Dong. "Additional volume especially on our busy season won't be a problem at all because everything goes straight to and from the ERP."

**DELIVERING ON THE CUSTOMER PROMISE**

What has impressed Ms. Pintor-Dong most about TrueCommerce B2BGateway is the ability to follow through and deliver what was promised, even when difficulties arose.

"TrueCommerce B2BGateway delivers what they promise," Ms. Pintor-Dong offers. "I've worked with companies that, when you hire them, they say you can go live by this time, and that they'll do this and that for you. But at the end of the day, there's nothing. You guys delivered it perfectly. I'm happy to recommend TrueCommerce B2BGateway for that reason especially."



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**Flor Pintor-Dong**  
 Compliance Manager  
 Franco Manufacturing

**ABOUT TRUECOMMERCE**

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. That's why thousands of companies across various industries rely on us.

**TrueCommerce.**  
**Do business in every direction.**

**THE TRUECOMMERCE TEAM IS HERE TO HELP!**

If you have any questions regarding TrueCommerce, or how our solutions apply to your business, our passionate, customer focused team is here for you.

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