



SUCCESS STORY

"In a short time, B2BGateway has become one of our strongest partners. We can rely on B2BGateway for high quality work, meeting deadlines and understanding the sensitivity of the nuance's of our business without even having to explain it. B2BGateway's technology has transformed our business more than we knew possible and has made us a better company."

Ely Alexander | Founder, CEO



B2BGATEWAY.NET
GLOBAL EDI NETWORK



Brightpearl



Customer:
Westridge Outdoors.



Solution:
B2BGateway's cloud based, fully integrated EDI solution for Brightpearl.



Industry:
Westridge Outdoors is a parent company that promotes an outdoor lifestyle full of adventure through Retrospec, Traverse Sports and other sister brands.



Location:
Los Angeles, CA, USA



Business Challenge:
As a growing organization expanding rapidly in the North American market, Westridge Outdoors needed an EDI provider that could not alone support all the ANSI X12 North American EDI standards but also one that could offer fully integrated EDI solutions for Brightpearl.



Results:
B2BGateway was able to meet all Westridge Outdoors and trading partner EDI requirements, improve overall supply chain efficiencies and free up staff resources.



SUCCESS STORY



BUSINESS CHALLENGE

Westridge Outdoors has been using Brightpearl to manage their inventory and accounting needs since 2013. At the beginning of 2016 Westridge decided to implement an EDI solution that would fully integrate with Brightpearl to meet the specific and demanding requirements of customers such as Amazon, Target.com and Walmart.com. Westridge Outdoors also needed to improve supply chain efficiencies, cut costs and have their EDI solution implemented within a short time frame.

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CUSTOMER PROFILE

Founded in 2008, Westridge Outdoors is a parent company that promotes an outdoor lifestyle full of adventure through [Retrospec](#), [Traverse Sports](#) and other sister brands. Westridge Outdoors strives to form relationships with customers by assuring a high work ethic to meet every customer need, encouraging feedback for product development and improvement, and executing rapid order processing. Founded by Ely Alexander and headquartered in Los Angeles, CA, the company is one of the leading manufacturers of fixed-gear bikes, longboards and ski accessories for outdoor sport enthusiasts. For further information please visit www.westridgeoutdoors.com

SOLUTION

As eCommerce continues to grow at a rapid pace, many suppliers and retailers are introducing fully integrated EDI solutions as best business practice and a core competency of their overall business model. Having a fully integrated EDI solution means that manual processes can be automated, turn-rates increased, and internal resources used more efficiently and effectively. After a detailed search of the marketplace, Westridge Outdoors selected B2BGateway to be their EDI partner. By implementing B2BGateway's cloud based, fully integrated EDI solutions for Brightpearl, Westridge Outdoors was able to automate the sending and receiving of all standard EDI documents such as purchase orders, invoices and advanced shipment notifications (ASN). As a full service EDI provider, B2BGateway provided Westridge Outdoors with all the communication protocols, translation services, mapping functionality and support required to establish and run a successful EDI solution with their trading partners.

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 BENEFITS

Thru a thorough knowledge of the EDI marketplace and all trading partner requirements, B2BGateway was able to establish successful EDI communications between Westridge Outdoors and their customers in a matter of weeks.

B2BGateway's EDI solution for Brightpearl removed the need for the Westridge Outdoors staff to manually re-key data; this in turn lead to reduced errors, lower labor costs and faster payments from their customers.