



# SUCCESS STORY

“B2BGateway has allowed us to automate our order entry and invoicing processes as well as be compliant with customers who require specific EDI needs and documents. I am always impressed with B2BGateway’s Rapid Response Team and their ability to address problems immediately over the phone and through the ticket process on the client portal.”

**Sheri Blanchard, Order Processing Manager | Blue Dog Bakery**



Integrated SuiteApp



**Customer:**

Blue Dog Bakery  
<http://www.BlueDogBakery.com>



**Location:**

3302 Fuhrman Avenue East, STE 202  
Seattle, WA 98102



**Industry:**

All Natural, Fresh Baked Dog Treats



**Business Challenge:**

As the business continued to grow, Blue Dog Bakery needed to improve their supply chain efficiencies to better serve larger customers, especially those requiring EDI.



**Solution:**

The B2BGateway EDI SuiteApp completely removed the need for Blue Dog Bakery employees to manually re-key data, which not only saved many hours of manual order entry but also expedited the ‘order-to-payment’ cycle between Blue Dog Bakery and their customers.



**Results:**

With Blue Dog Bakery’s sixty plus customers, B2BGateway’s EDI SuiteApp for NetSuite processes each order transaction in near real time, converting incoming purchase orders to populated sales orders within the Blue Dog Bakery NetSuite system.



## CUSTOMER PROFILE

Since 1998, Blue Dog Bakery has been dedicated to making healthy all-natural treats for dogs. Headquartered in Seattle, they make natural dog treats which are sold to several large grocery/mass retailers such as Target, Walmart and Kroger, just to name a few. Their first natural, low-fat biscuits were created because the founders wanted a healthy snack for their own dogs. Blue Dog Bakery knows that a long and happy life goes paw-in-paw with good nutrition, which they always keep in mind when creating new treats.

## ABOUT B2BGATEWAY

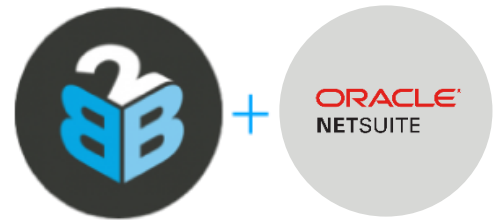
Founded in Boston, Massachusetts in 1999, B2BGateway is truly the network that connects anything to anything. B2BGateway has offered a cloud-based, fully-integrated EDI solution for NetSuite users since 2001. B2BGateway's NetSuite EDI solution is 100% built and maintained by B2BGateway developers. B2BGateway's solution is hassle free, reliable and results in the seamless exchange of any business documents such as purchase orders, invoices, inventory updates, advanced shipping notices via any communication method (FTP, AS2, HTTP, API) and any file type (X12, EDIFACT, CSV, etc). B2BGateway's EDI solutions for NetSuite are simple to use, competitively priced, highly effective and can increase profitability by reducing the costs associated with manual data entry errors.



B2BGateway has offices in Ireland, Australia and China enabling us to offer unparalleled support in many time zones with emergency after hours support available as well.

## BUSINESS CHALLENGE

As the business continued to grow, Blue Dog Bakery needed to improve their supply chain efficiencies to better serve larger customers, specifically those requiring EDI. The organization soon realized that implementing a cutting-edge cloud based, EDI solution that fully integrated with their NetSuite ERP system would remove the costly manual data entry process they had previously relied on. The automated system would also enable them to sell to more than sixty trading partners, including Target, Kroger and Walmart more efficiently.



## SOLUTION

Blue Dog Bakery selected the B2BGateway EDI SuiteApp to fully-integrate with their NetSuite ERP system. The B2BGateway EDI SuiteApp is a cloud-based, fully integrated Electronic Data Interchange (EDI) solution for NetSuite users that provides seamless web-services integration. The B2BGateway EDI SuiteApp completely removed the need for Blue Dog Bakery employees to manually re-key data, saving hours of manual order entry and expediting the 'order-to-payment' cycle between Blue Dog Bakery and their customers.

## BUSINESS BENEFITS

With Blue Dog Bakery's sixty plus customers, B2BGateway's EDI SuiteApp for NetSuite processes each order transaction in near real time, converting incoming purchase orders to populated sales orders within the Blue Dog Bakery NetSuite system. With the B2BGateway EDI Client Portal built directly into the NetSuite users dashboard, Blue Dog Bakery employees can manage all of their EDI accounts directly from within their NetSuite system. Combining NetSuite ERP and B2BGateway EDI, Blue Dog Bakery is able to focus on the business of baking up high-quality, healthy dog treats while, at the same time, reducing costs, gaining greater supply chain efficiencies and recording faster payments from customers.