



B2BGateway
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FOR ALMOST 10 YEARS, SAFFRON ROAD HAS RELIED ON B2BGATEWAY FOR ALL OF THEIR MAJOR TRADING PARTNER RELATIONSHIPS.

“The comfort, accuracy and reliability that the system works is great, but the customer service team, the programmers and the rest of the knowledgeable staff at B2BGateway is what is most valuable.”

About Saffron Road

- TONY ALOSCO, SAFFRON ROAD

Saffron Road’s global journey began with a core belief that traditionally pure foods can compassionately inspire and inclusively connect diverse cultures together. Regardless of language, religion, or culture, everyone loves authentically delicious, wholesome foods. Saffron Road celebrates our fundamental commonality as inspired by the culinary excellence in our World Cuisines, which we feel can bridge many of humanity’s widest of divides.

Our CEO, Adnan Durrani, a disruptive serial entrepreneur for 30 years in the organic food and beverage sector, capitalized on the opportunity to serve healthy options to a disenfranchised community by providing better-for-you Halal food options. Thus not only did Saffron Road quickly scale to become a leader in natural/organic entrees nationally, but also offered stellar quality Halal meal options on their Journey to Better by its brand promise of: being better for the environment, better for the farmers, better for the animals, better for your health – and most of all, being better tasting.

About B2BGateway

B2BGateway provides fully managed Electronic Data Interchange (EDI) & API connectivity solutions for Microsoft Dynamics users. B2BGateway’s cloud-based EDI & API connectivity solutions allow Microsoft Dynamics users 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. EDI can be complicated without experts to set up and maintain your integrations. B2BGateway makes it quick, easy, and painless to streamline your EDI setup and become compliant fast.

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.



BUSINESS CHALLENGE

“As CFO, the most important thing to me is the accuracy of the orders going into our system.” The timeliness of the orders and the data accuracy was important to Saffron Road because of their relationships with major trading partners such as Walmart, Kroger, Target etc..

SOLUTION

B2BGateway’s EDI solution integrates seamlessly with Microsoft Dynamics NAV. Even with 10+ trading partners, the data reports to one location and the orders get sent in real time to each warehouse. Data accuracy was important because of the frozen products Saffron Road offers their customers.

RESULTS

B2BGateway’s client portal allows Saffron Road’s team to monitor their transactions from anywhere, 24/7. Even from home they have the ability to monitor their orders, ensuring that invoices are being sent. “It’s been a great partnership for almost 10 years now.”



B2BGATEWAY’S EDI FOR SAFFRON ROAD
 CASE STUDY

