



## B2BGATEWAY'S EDI APP BRINGS MACLAREN'S CUSTOMER COMMUNICATIONS INTO THE 21ST CENTURY.

Iconic baby stroller company uses newly developed B2BGateway EDI Connect App to manage all customer accounts with backend NetSuite ERP while on the go!

**June 14, 2016 | Boston, MA** – Maclaren, the company which introduced the world's first lightweight aluminum baby stroller over fifty years ago, has announced that it has implemented B2BGateway's EDI Connect App to help staff monitor all EDI customer accounts while on the move.

In order to improve supply chain efficiencies, comply with customer requirements and to scale for rapid growth, Maclaren enlisted the help of B2BGateway to integrate EDI with their NetSuite ERP system. Having a fully integrated, cloud based EDI solution allows Maclaren to automate the sending and receiving of standard business documents such as purchase orders, invoices and, advanced shipping notifications (ASN) with global customers such as Amazon, Bed Bath & Beyond, John Lewis, Saks and Target to name but a few. Having B2BGateway's EDI solution fully integrated with Maclaren's NetSuite system removes the need for the Maclaren staff to manually re-key data; this in turn leads to reduced errors, lower labor costs and faster payments from their customers.

B2BGateway have made further improvements to their solutions offered to all clients by recently introducing the B2BGateway EDI Connect App. The App supports both iOS and Android platforms and is available to download for free on the Apple iTunes and Google Play app stores. While the existing B2BGateway platform allows users to manage their full EDI accounts, clients can now use the B2BGateway EDI Connect App on their Android and Apple devices to oversee trading partner relationships, daily EDI transactions and contact support 24/7.

*"B2BGateways's cloud based, fully integrated EDI solution for NetSuite has greatly improved our overall supply chain efficiencies and customer communications"* states James Ramsey ICT Manager at Maclaren, *"Now with this new wonderful B2BGateway EDI Connect App, I can catch up on where new trading partner setups stand on my walk into the office, or get a complete overview of all the day's EDI transactions while watching my son's soccer game."*

Louisa Gooding, Director of Sales & Strategic Relationships at B2BGateway adds *"Our technologies are innovative because they meet the specific needs of business people around the world. Regardless of where they are, our clients will now have full access to all their EDI transactions thru the B2BGateway EDI Connect App. Our goal is to help clients increase productivity, generate greater market share and improve relationships with their customers. By downloading the B2BGateway EDI Connect App the user will now have instantaneous, up to date information regardless of geographical location or time zone."*

**About Maclaren:** Fifty years ago, Maclaren introduced the first umbrella stroller. It was made of aviation grade aluminum, weighed less than 6lbs and could be easily folded with one hand. The little baby buggy with big style revolutionized the lifestyle of parents and forever changed baby transport. Today, Maclaren continues its commitment to designing and creating outstanding premium products that exceed all global



safety standards. Every Maclaren product is reliable, innovative and stylish in the Great British tradition. We are as passionate about creating products that enhance family life as we are about contributing to social and environmental causes that enhance our world. For further information please visit [www.maclarenbaby.com](http://www.maclarenbaby.com)

**About B2BGateway:** B2BGateway, a GS1 Accredited solution provider, is a leading global EDI (Electronic Data Interchange) provider with offices in North America, Europe, Australia and China. B2BGateway offers 24/7 customer support with each client assigned a designated setup team. B2BGateway EDI solutions are simple to use, competitively priced, highly effective and can increase profitability by reducing costs associated with manual data entry. For further information please call +1 (401) 491 9595 (USA), +353 61 708533 (EU), +61 28003 7584 (ANZ) or log onto [www.B2BGateway.Net](http://www.B2BGateway.Net)

