



RT NASH GETS BIG ERP BANG FOR LESS BUCK WITH BRIGHTPEARL AND B2BGATEWAY

RT Nash enlists the help of long-time EDI partner, B2BGateway, to migrate from big dollar ERP system to Brightpearl with all the functionality at a fraction of the cost.

August 13, 2014 | Boston, MA – RT Nash, the exclusive US distributor of Bobux shoes, Silly Billyz brands and more, signed with B2BGateway in 2004 to allow them to automate all standard business documents electronically to their partners. In 2013, when RT Nash decided their current ERP system was simply more than they needed and very expensive, they looked into Brightpearl's retail management system. When Robin and Troy Nash founded RT Nash in 1999, there weren't too many options for robust, cloud-based ERP systems. RT Nash enlisted the help of B2BGateway to meet their EDI needs for major retailers such as Target, Kohls and Nordstrom, to name a few. With B2BGateway's fully-integrated, cloud-based EDI integration, RT Nash was able to send and receive sales orders, invoices and more without ever having to hand-key any of the data. Once RT Nash opted to move forward with Brightpearl, B2BGateway helped them to seamlessly make that transition.

"Using B2B Gateway, merchants can connect their stores, vendors, fulfilment houses and more to our platform without the need for custom development, responded Scott Hill, production manager at Brightpearl. "This provides our customers with a cost-effective, automated solution when dealing with large retailers and supply chain management."

Brightpearl's cloud-based software and services enable multi-channel retailers to manage the heart of their business by combining orders, inventory, customer data, accounting and reporting into a single, reliable retail management system. Their Commerce Acceleration Platform (CAP) also provides real-time reports on inventory, cash flow, profitability by SKU and channel, customer purchase behaviour and more. Armed with these insights and the confidence in having their core operations under control, retailers can focus on what they love – merchandizing and growing their business.

"As two self-employed parents, it's very important for us to not throw money at things that aren't necessities," stated Robin Nash. "When we left our previous ERP system, we were investing so much and using just a portion of the functionality. Now, with Brightpearl, we are paying a small fraction of our previous costs and using 90% of its functionality. Making the switch has been fantastic for our business."

About B2BGateway: B2BGateway, a GS1 Accredited solution provider, is a leading global EDI (Electronic Data Interchange) provider with offices in North America and Europe. 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 (Europe) or log onto www.B2BGateway.Net



About Brightpearl: Brightpearl is a cloud-based ERP system founded in 2011. With over 1,300 customers and \$1.7 billion of merchandise transactions managed over their three year span, their economical costs and service have made them a top contender amongst competing cloud-based ERP systems. For more information, please logon to www.Brightpearl.com or contact them at 0845 003 8935 for their UK office and +1 888 320 5069 for their US office.

About RT Nash: Founded in 1999, Robin and Troy Nash fell in love with the Bobux brand and received full US distribution rights for the brand. The Nash's later added Silly Billyz and Tommy Tickle brands to their expanding list of distribution rights. For more information regarding RT Nash, please logon to www.bobuxusa.com or call them at +1 800-315-3039.

