“YOUR GLOBAL EDI NETWORK”
TODAY’S AGENDA & PRESENTERS

1. What is EDI?
2. What is an eCommerce Platform?
3. How can B2BGateway help my eCommerce activities?
4. Integration with Accounting Software/ERP
5. Inventory Updates
6. Using a 3PL or outsourced Warehouse
7. Drop Shipping
8. Client Focus – Healthy Pet
9. B2BGateway Fact Sheet
10. Customer Service
11. Questions & Answers
12. B2BGateway Contact Information

Jon Bellemore
SMB Sales Executive
WHAT IS EDI? IT SOUNDS SIMPLE...

EDI (Electronic Data Interchange) is defined as the structured transmission of data between organizations by electronic means. It is used to transfer electronic documents such as Purchase Orders, Invoices, Advance Shipping Notices (ASNs), and many more from one computer system to another, i.e. from one trading partner to another trading partner.
BUT IT CAN BE VERY COMPLEX...

Each trading partner specifies their required communication method and which documents they require to complete EDI transactions. This can make the EDI process very complex as illustrated below.
B2BGATEWAY MAKES IT EASY...
WHAT IS THE OMNI-CHANNEL?

The ‘Omni-Channel’ is the evolution of ‘multi-channel retailing’, but is concentrated more on a seamless approach to the consumer experience through all available shopping channels; for example:

- Mobile internet devices
- Computers
- Bricks-and-mortar
- Television
- Radio
- Direct mail
- Sales catalogs, etc.

Retailers are meeting the new customer demands by deploying specialized supply chain strategies and software solutions.

Today’s suppliers must be able to support the Omni-Channel retailers new demands or face the possibility of extinction over the coming years.
The major challenge for today’s suppliers, in order to meet the retailers' new Omni-Channel needs, is to get their goods and services to the correct channel as quickly and as accurately as possible and, needless to say, in the most cost effective manner.
HOW DOES EDI HELP THE OMNI-CHANNEL?

✓ Fully integrated EDI solutions deliver full end to end **seamless connectivity** between the supplier and all parties in the supply chain...
  • From box store retailers (Wal-Mart, Target, CVS, etc.)
  • To online retailers (Amazon, Buy.com, Wayfair, etc.)
  • To manufacturers, third party logistics providers (3PL)
  • and even online shopping carts (which may be powered by online platform providers such as 3dcart, Volusion, Magento, Shopify, etc.).

✓ Using EDI allows all business documentation needed such as
  • Purchase Orders (EDI 850)
  • Invoices (EDI 810)
  • Inventory Updates (EDI 846)
  • Warehouse Shipping Orders (EDI 940)
  • Advanced Shipping Notices (EDI 856)
  • and so forth to be **exchanged seamlessly and without error.**
HOW DOES EDI HELP THE OMNI-CHANNEL?

- As EDI introduces full automation there is:
  - No need for the supply chain partners to re-key data

- The supplier benefits greatly from
  - increased speed
  - increased accuracy
  - greater visibility
  - reduced labor costs

- While the Omni-Channel retailer is assured that they
  - will get the right product
  - to the right customer
  - in the right time frame
  - and within agreed costs
WHERE DOES EDI FIT INTO THE MARKETPLACE?

X12 Format

(ONLINE RETAILER)

(BOX STORE RETAILER)

(SHOPPING CART)

(FACTORY)

(THIRD PARTY LOGISTICS)

810 – Invoice
850 – Outgoing PO / Incoming SO
852 – Product Activity Data
846 – Inventory Inquiry
855 – P.O. Acknowledgement
856 – Advanced Ship Notice
860 – Purchase Order Change
940 – Warehouse Ship Order
945 – Warehouse Ship Advice
WHAT IS AN E-COMMERCE PLATFORM?

An eCommerce platform is a complete online store application that includes search, navigation, user accounts, shopping cart and ordering capabilities.

This year Forrester predicts that over $278 Billion will be spent by US consumers on products and service bought online.

Examples of popular eCommerce Platforms include, but not limited to:

- Magento
- 3dcart
- Bigcommerce
- Volusion
- Shopify
Through EDI and full integration with your Accounting Software / ERP solution, B2BGateway can help you maximize your eCommerce activities in the following ways:

1. Pull orders from your eCommerce shopping cart and place them directly into your Accounting Software / ERP solution as Sales Orders. There is no need to re-key data.
2. Send Inventory Updates to your eCommerce sites so that you never sell out of stock items.
3. B2BGateway can automatically send new orders to your 3PL, Warehouse or Drop Ship Vendor.
4. B2BGateway can help update your site with shipping and tracking information.
B2BGateway's eCommerce EDI solutions allow your organization to take orders from your eCommerce sites and import them directly into your back-end ERP such as Sage, NetSuite, QuickBooks, Microsoft Dynamics, SAP, etc...

Plus, there is no need to rekey the data – this drastically cuts down on errors and manual labor costs!
Send inventory updates to your eCommerce platform

Through B2BGateway's eCommerce EDI solutions, your organization can use the ANSI X12 EDI 846 Inventory Advice or the EDIFACT INVRPT transaction sets to update your eCommerce sites on current stock levels held. This helps alleviate selling products in ‘out of stock’ situations.

Also if you trade with large online retailers such as Amazon and Buy.com you may be asked to provide a regular EDI 846 inventory feed.
SEND ORDERS TO YOUR 3PL OR WAREHOUSE

B2BGateway's eCommerce EDI solutions allow your organization to take orders direct from your eCommerce site and send them to your 3PL (third party logistics provider), warehouse or drop-ship vendor for fulfilment.

When working with a 3PL (third party logistics provider), warehouse ship orders (EDI 940) and warehouse ship advice (EDI 945) transaction sets need to be included.
CLIENT FOCUS - HEALTHY PET

“We’re proud to have direct integration to B2BGateway from the 3dcart platform for EDI Integration. Best of all, B2BGateway can automate business processes for online merchants currently using QuickBooks, NetSuite, Sage, SAP and others. Our relationship with B2BGateway will benefit both our companies as well as the many merchants currently using ERP and Accounting Software technology.”

Jimmy Rodriguez, CTO, 3dcart

Healthy Pet, a pet products company devoted to a holistic approach to pet care where the pet's physical, emotional and ecological well-being are all satisfied.

- Sells many products direct to consumers using online shopping stores powered by e-commerce platform provider 3dcart.
- Receiving orders from the online sites and re-entering manually into their SAP was cumbersome and error prone, not to mention that it was also a huge drain on their staff resources.
- Using B2BGateway integrated EDI technology, Healthy Pet were able to receive all orders directly into their SAP system.
B2BGateway has been doing EDI since 1999, offering EDI and supply chain integration solutions to thousands of clients across the globe. Here are some other interesting facts about our EDI experience:

- GS1 Accredited EDI Solution Provider
- B2BGateway processes over $30-billion dollars in client / TP transactions each month.
- Thousands of client / TP partner relationships worldwide and can handle ALL international standards that may be required X12, EDIFACT, Tradacom, PEPPOL, etc..
B2BGateway has been providing excellent customer service to all of our clients, including Brightpearl and we will continue to do so in the future. B2BGateway has developed two new teams to help clients with setting up and maintaining their trading partner relationships.

These new teams have been established at B2BGateway in order to reduce response times and decrease relationship setup times. The new Rapid Response Team, known as RRT, has brought the average response time down to 2:46 (two hours and forty six minutes) and the new setup team has decreased setup times by 45%.

**Available Support**

- Setup phase dedicated project manager
- Rapid Response Team available for when issues need immediate attention.
- Support is available 24/7 all year long and in your time zone.
- These support features are included in the monthly fee at no extra cost.
Questions Anyone?
THANK YOU FOR WATCHING

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