Case Study

SOLUTION SNAPSHOT:
- Industry: Outdoor clothing manufacturer
- Challenge: To provide an EDI platform capable of exchanging sales information in multiple data formats, driving efficiency and growth across Regatta’s European business
- Solution: Inovis TrustedLink® i series

BENEFITS:
- Single portal to translate multiple data formats and transport protocols
- Convenient access to EDI data irrespective of location
- Simple process for adding new partners onto network

About Regatta
Founded in 1981 by the Black family, Regatta has grown into one of the most prestigious names in outdoor clothing. Regatta is the UK’s leading outdoor equipment supplier and is still uniquely a family company employing over 450 staff at its Manchester headquarters.

The business challenge
As the UK’s largest supplier of outdoor and leisure clothing with an export operation incorporating more than 30 countries across the globe, Regatta prides its reputation on its ability to meet customer requirements in a timely and efficient fashion.

Processing such a large volume of data, including orders and delivery notices via Electronic Data Interchange (EDI), with countries, including France, Germany, Spain and Holland, entails numerous supply chain complexities, such as multiple data formats, connectivity standards and technologies. Being able to communicate with retailers in the required format can often be the difference between winning or losing a contract.

Previously, Regatta had deployed a legacy EDI system to communicate with its business community and exchange basic customer data. However, European expansion meant the business had to have a 24/7 approach to supporting its Sales Order Processing (SOP) environment, and Regatta could not afford to have limited functionality, given the ever-increasing number of technologies and standards that needed to be supported by its legacy solution. This, along with challenging market conditions meant that taking an ‘if it isn’t broken, don’t fix it’ approach to EDI simply would not suffice.

Additionally, Regatta’s previous EDI system was built on legacy ‘green screen’ architecture, and lacked the functionality of more contemporary web-based systems. If other departments such as Finance or Sales and Marketing required a particular report or an overview of system data, IT staff needed to dedicate time to fulfill their requests.

This combination of factors led Regatta to question the future structure of its EDI environment, and how investment in cutting-edge EDI technology could help improve operational efficiency and deliver a future-proof supply chain capable of growing with the organisation.

The solution
Regatta began its search for a new EDI platform by evaluating different offerings on the market, and decided that TrustedLink® for i series software, from Inovis, provided the perfect platform to securely translate multiple data standards into a format its Sales Order Processing (SOP) team could easily extract.

Inovis gave us great confidence that the TrustedLink software was not only able to meet customer requirements for trading data today, but also that the system would be future-proof in terms of keeping with emerging standards.”

Chris Bulmer, Group IT Director, Regatta

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standards being deployed by its European customer base. By consolidating data within a central system, Regatta was able to improve overall visibility of its EDI environment, enabling better communication with suppliers and more efficient business processes in a ‘join the dots’ approach to its supply chain.

“The complexities of trading with different countries meant that our new EDI system must be able to support the latest data standards and communication protocols being adopted by retailers across Europe,” said Chris Bulmer, Group IT Director, Regatta. “With Inovis, we’re confident that the TrustedLink software would not only meet customer requirements for trading data today, but it would also be future-proof in terms of keeping up with emerging standards.”

Additionally, the TrustedLink solution could help Regatta seamlessly integrate live order information into its back-end ERP system – a task which had previously been performed manually. This level of automation allowed the simple translation and exchange of data for HM Customs and Excise, ensuring all relevant documentation is processed in a timely and accurate fashion.

Built on a user-friendly web-based interface, TrustedLink allows non-technical staff across the organisation the ability to log on to access information, including status of order, delivery confirmation and to ensure the correct order has been received from the customer.

“TrustedLink works like a Swiss army knife for our business, providing a multi-functional portal through which all parts of our business can access and process live order information. This helps us respond quicker and ultimately deliver a better service to our customers,” said Bulmer.

The results and benefits

Through TrustedLink software, Regatta has been able to vastly improve the speed and efficiency with which it can communicate and collaborate with its customers across Europe.

- With TrustedLink, Regatta has a reliable future-proof platform that can translate customer data in any format and via any connectivity standard, ensuring the business can meet strict retailer requirements on exchanging data. This ensures that specialist data, such as HM Customs and Excise requirements, can be completed via EDI quickly and efficiently.
- Integration of TrustedLink into the front-end operations and back-end ERP system removes the need for manually re-keying orders, greatly reducing the problem of data accuracy and incorrect orders.
- New customers can be quickly and cost-effectively added to the network, ensuring Regatta can continue to expand its customer base without experiencing significant additional EDI costs.
- As TrustedLink operates via an easy-to-use web portal, Regatta’s non-technical staff can now access order and delivery information rather than having to request data from IT staff. This reduced the time taken to respond to customer issues, and staff can raise exceptions to potential problems in the ordering process.

About Inovis

Inovis provides software and services that enable companies to do business electronically across their entire trading community. Each day, over 20,000 companies across the globe rely on the Inovis platform to reliably send and receive purchase orders, synchronize data, exchange critical files and manage exceptions in order to lower supply chain costs and get products to customers faster. Founded in 1983, the company is based in Atlanta, Georgia and has offices across the United States, the United Kingdom and Hong Kong.

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