



// INTRODUCTION

As one of the first apparel retailers to establish an online e-commerce presence, this American clothing retailer has a strong track record as a leader of digital innovation in the apparel industry. The majority of its business is conducted through mail order and Internet sales, but the company also runs more than a dozen retail operations, primarily in the Upper Midwest, along with international shops in the UK, Germany, Japan, France and Austria.

When the company needed to radically improve its order processing and invoicing procedures, it turned to Meade Willis for a solution which is making life easier for both the retailer and its customers.

// CHALLENGE

Due to the breadth of products it sells, the company has many thousands of customers and as a result has had to deal with an incredible amount of orders and invoices on a daily basis.

The company wanted an expert partner to reduce the cost of implementing and supporting their customer EDI and integration services and chose Meade Willis to accomplish that task. The solution would have to comply with customer mandates as well as improve operations.

// SOLUTION

Meade Willis deployed an automated cloud based EDI solution along with tracking, reconciliation and reporting tools. Running EDI in the cloud meant there was no local translation configuration and management, connectivity or mapping software to install. They could now take advantage of streamlined customer set ups, less management effort and cost, as well as shorter implementation times. This more automated EDI capability with their network of business partners helps meet their customers' mandates in the most efficient way possible.

The company now benefits from having comprehensive, real-time, data at their disposal. This gives them improved responsiveness, better customer relationships and less cost of customer management. The solution also enables the automation and compliance of procurement workflows, providing greater security and redundancy of the entire process, while reducing costs with data disputes handling.

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// RESULTS

Now, the client has successfully integrated with their customers for the electronic exchange of business data. Further, to ensure optimum service and to maintain positive customer relationships, Meade Willis works closely with the company's customers to provide best-in-class results.

With Meade Willis' EDI solution the company is able to achieve cost-effective and accurate data exchange, compliance with

customer and industry standards, and end-to-end process visibility.

Customers, and ultimately the retailer, benefit from Meade Willis' EDI system and best practices. By automating inter-company data flows, the company is able to more efficiently manage their order and invoice flows and respond more efficiently to competitors and customer requirements.

