

EDI = Money in the Bank for Major Display Manufacturer - Exact Macola Case Study



Their Challenge: Cash Flow Had Come to a Halt

In a competitive industry like retail display manufacturing, prompt payment and cash flow are critical issues which must be managed closely.

Yet, The Marco Company wasn't getting paid.

This might have been manageable had it been a small customer, but the customer who couldn't make payment was very large, and the receivables had grown to \$2.5 Million.

Show Me the Money - Streamlining EDI for Prompt Payment

Established in 1984, The Marco Company is a family-owned business that specializes in providing merchandising solutions for the retail industry including a variety of fixtures, display carts, trays, baskets, backroom organizers and refrigerators. It also provides replacement parts, wine, spirits, pallets and case fronts for grocery and retail store departments. The company operates more than 800,000-square-foot manufacturing and warehousing facilities and employs over 600 personnel in Fort Worth, Texas.

The Existing EDI Solution was the Problem

"When you use EDI," explains Marco Company CIO Bob Durden, "you must follow methods and procedures or you do not get paid!"

The Marco Company had been using Gentran EDI for thirteen years and, after much patching and applying software "band-aids", had decided to seek a newer, better solution.

The existing EDI system was getting bogged down by the sheer volume of transactions and just couldn't handle the load. "Everything flows to our larger customers through EDI," explains Bob Durden. "The result to the business was that it handicapped our organization financially, and handicapped our customer delivery commitments and communication through EDI."

Within ten days the "cash flow crunch," as Durden refers to it, grew to \$2.5 Million.

“Data Masons advanced our project by more than a week **and got a \$2.5 Million deposit to us on the very first transaction.**”

- Bob Durden, CIO, The Marco Company



The existing EDI was bogged down by the sheer number of transactions and just couldn't handle the load. **The result was that it handicapped the organization financially** as well as handicapping customer delivery commitments.



Data Masons Accelerates the Process

Fortunately, time and circumstance were on their side. Based on a recommendation from SRH Consulting, who support Exact Macola, The Marco Company had already gone through their due diligence and had selected Vantage Point from Data Masons to replace the aging Gentran EDI system. They were, in fact, in the process of making the transition from one to the other and were only a few weeks away from going live with their new solution.

Now, however, a few weeks had become just too long to wait.

Already deep into the problem, Durden approached the Data Masons team about possibly accelerating their process to go live sooner. "I understood if they couldn't do anything, so I told them where we were and asked what they could do," explains Durden.

"Their response?" he continues. "You have a down situation and we have to fix it.' They then worked relentlessly to get all of the transactions we could not get processed transferred from Gentran to Vantage Point, reprocessed all of those transactions and got them acknowledged. They transferred and reprocessed hundreds and hundreds of transactions within just four or five days."

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Bottom Line: "It Was Exceptional"

"Coming from a 13 year old, single user, stand-alone system we recognized that we were going to have to go to a truly integrated, multi-user system," explains Durden. "Two other vendors were checked prior to selecting Data Masons. SRH Consulting, who support Exact Macola, told us Data Masons was the one to go with. They were right."

Speaking about the deep integration of the Data Masons solution, Durden says, "We were doing so many things manually or through unusually written scripts to accomplish things that barely came near to what Data Masons already has built in. From Purchase Order import to true integration and transaction creation, creation of items, and the actual invoice process, Data Masons incorporated it all seamlessly."

"They're ahead of us," he exclaims. "We were holding THEM back."



The Marco Company has seen **tremendous efficiencies** since implementing Vantage Point EDI.

- ➔ The inherent capabilities within Vantage Point quickly took Marco from a laborious manual data entry process to experiencing seamless data integration in just days.
- ➔ Switching from a single-user, stand-alone system to Vantage Point's scalable, multi-user solution has given Marco the flexibility they need to automate their entire supply chain.

Results

Since then, The Marco Company has added other customers with unusual EDI requirements and found the Data Masons solution easy to adapt. "The customer may not have known all of their data," remarks Durden, "but the Data Masons support team figured it out."

He adds, this same large customer recently had a Purchase Order they couldn't process. We had already processed 502 invoices against it. Had to back them all out and reprocess. Not sure how we would have done it without Data Masons. We got it done within 3 days."

"Data Masons is the complete solution," concludes Durden. "Not just a piece or a part of it. They do it all." Closing on how Data Masons solved their cash flow crunch, Durden observes, "This software saved my buns."

EDI Made Simple®

EDI is all we do at Data Masons. Embedded EDI providers are often programming companies that work on many different projects other than EDI, which can cause them to lose focus. We're solely focused on EDI.

The nature of using EDI to process transactions requires the flexibility to move and adjust quickly. If a customer cannot move fast enough, this can result in significant chargebacks for non-compliance. With Vantage Point, adjusting the configuration of the solution takes a fraction of the time it takes to program new code, which allows customers to be quick and responsive.

For more information about how to put Vantage Point EDI to work making EDI simple in your company, **contact us** at datamasons.com and learn more about EDI and ERP integration in our **executive briefs**.