TrueCommerce™

Simplify Your Sales Channel With a Managed EDI Service

www.truecommerce.com

Jeff Franklin

Channel Executive

WHAT IS HAPPENING TODAY?

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Growing complexity and volatility are forcing supply chain organizations to adjust their technology investments to align with their needs for resiliency, agility and intelligent operations.

Focus Areas for Emerging Technology Investments

Labor Constraints (Automation)	Decision Making Speed & Quality (Intelligence)	Network Complexity (Agility)
65% of respondents reported that **labor constraints** were the primary motivation for **investing in automation**.	30% of respondents reported that **decision making speed and quality** was **a top three internal challenge** for their organization's supply chain goals and objectives.	46% of respondents reported that **network complexity** was **a top three external challenge** for their organization's supply chain goals and objectives.

n = 354 supply chain professionals, excluding "Don't Know"

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MACRO MARKET TRENDS

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Macro trends broadening the addressable market

eCommerce | Cloud Transformation | Digitization | Supply Chain Disruption

More channels
- Channel proliferation drives added complexity
- Convergence of legacy and born-online brands
- Fueling demand for connectivity and channel management solutions
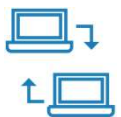
Deliver faster
- B2C consumer expectations are reshaping B2B
- Meeting consumer expectations in omnichannel environment places great pressure on supply chains

Demand for greater collaboration
- Need visibility deeper into supply chain
- Share more data (I.e., product availability) and make it actionable

Integration complexity
- Proliferation of SaaS apps businesses depend on
- Efficient supply chains demand deeper integration and orchestration across a broader set of categories
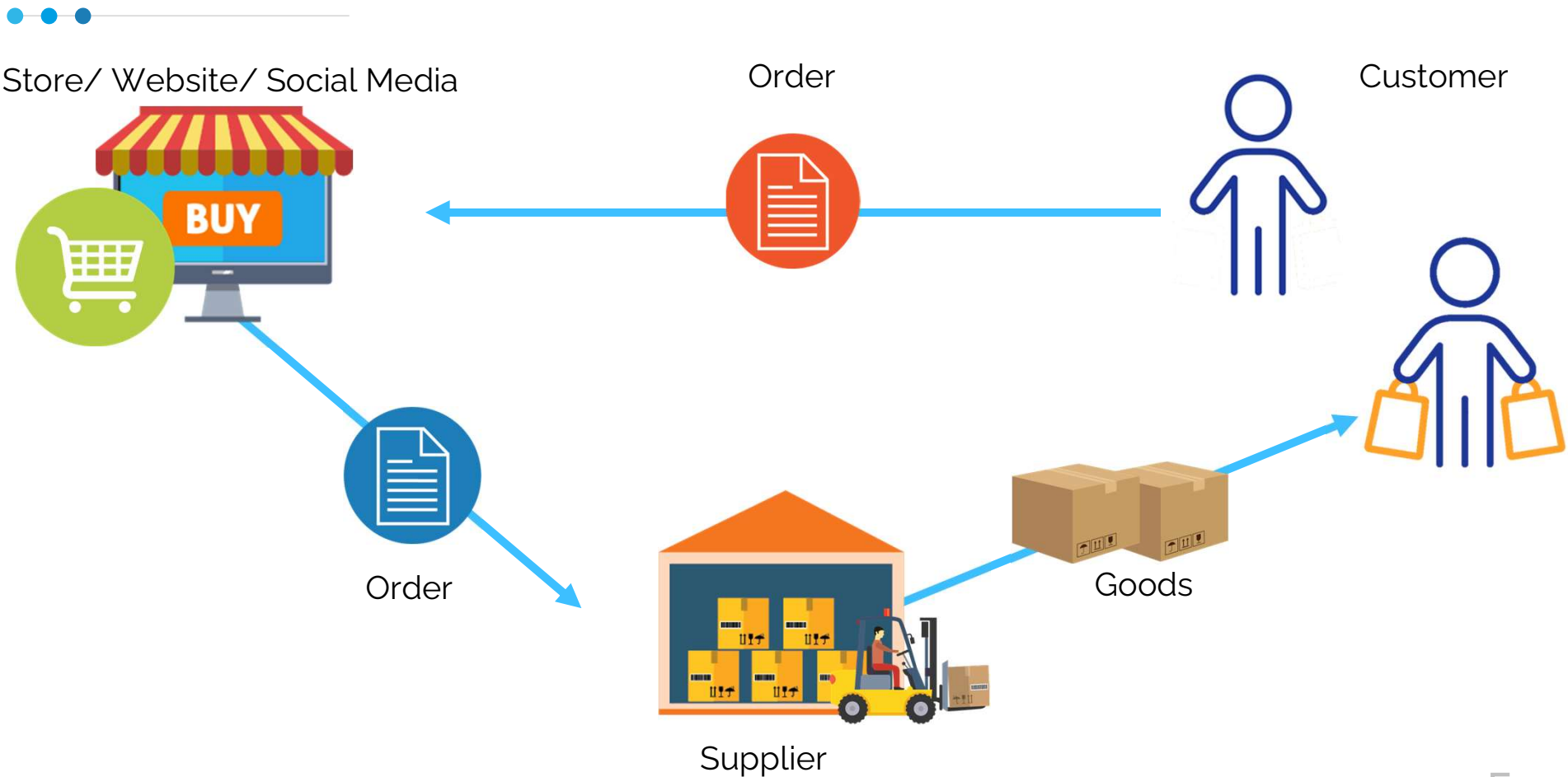
MARKETPLACE CHALLENGES

- Providing accurate inventory data and keeping stock up to date on both ends.

- Keeping track of customer orders, especially if you use multiple digital marketplaces.

- Exporting accurate, properly formatted, and up-to-date product info.

- Tracking sales data from all the platforms you sell on.

- Using several marketplaces at once and complying with their different rules for order processing and product formatting.

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WHAT IS DROP SHIPPING?

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Store/ Website/ Social Media

Order

Customer

BUY

Order

Supplier

Goods

5

DROP SHIPPING DOCUMENT FLOW

TrueCommerce

Order ACK

Invoice

Inventory Report

Catalog

Marketplace/ eCommerce Store

Retailer

Order

Order ACK

Order

Order ACK

Delivery Notice

Invoice

Delivery Notice

Invoice

Inventory Report

Order

Products

End Customer

Supplier

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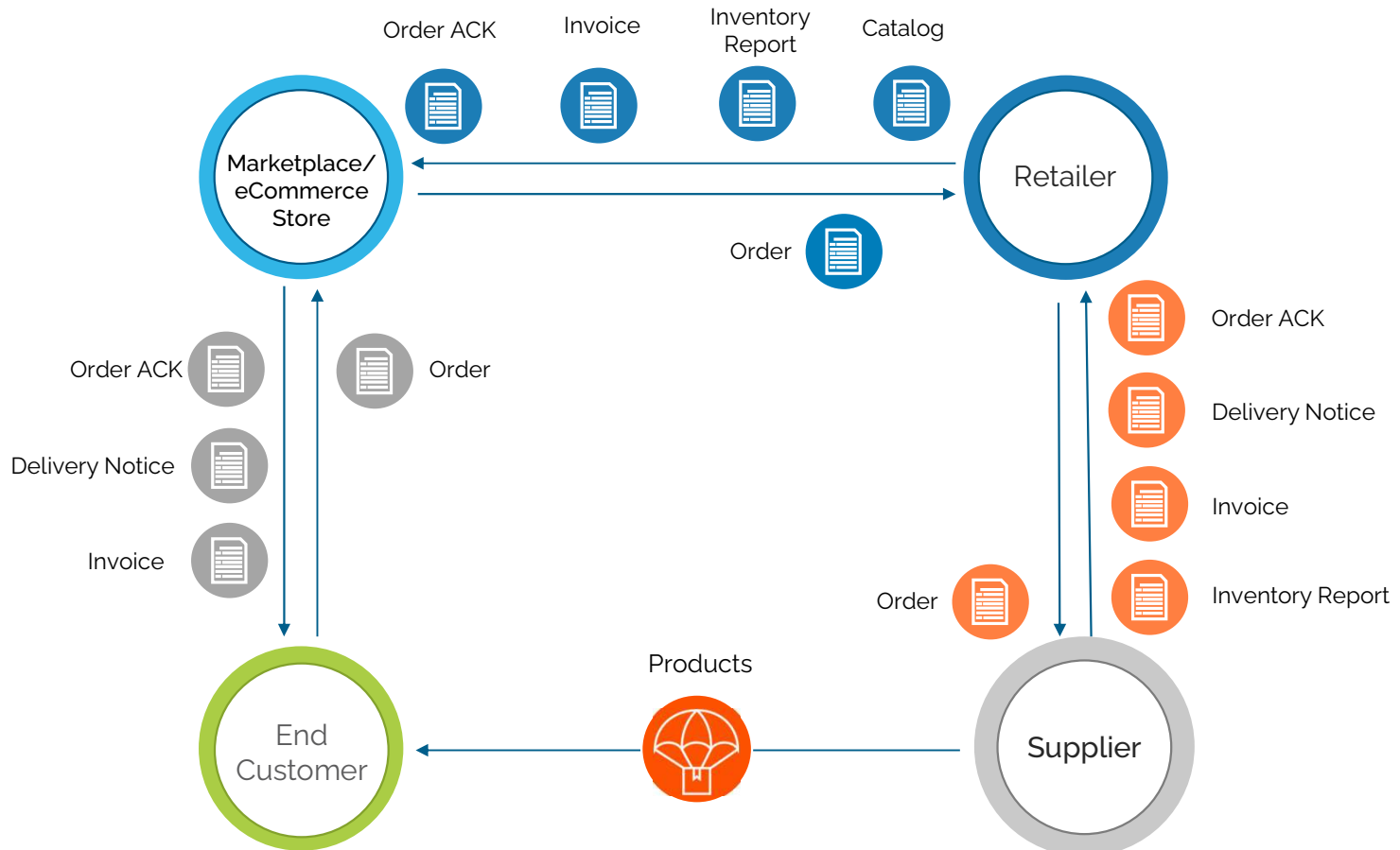
# ARE YOU USING A 3PL / 4PL / 5PL?

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- **1PL** – **First-party Logistics Provider**
  You ship the items from point A to B.

- **2PL** – **Second-party Logistics Provider**
  You have a carrier who is responsible for getting your item from A to B, where there may be several different shipping lines, air transport, truck etc.

- **3PL** – **Third-party Logistics Provider**
  Outsourcing all or part of your warehouse operations, storage and distribution

- **4PL** – **Fourth-party Logistics Provider**
  Responsible for the entire value chain (from procurement to delivery to the end user)

- **5PL** – **Fifth-party Logistics Provider**
  Outsourcing procurement, warehouse operations, logistics, transportation, data/analytics

GO TO MARKET STRATEGY

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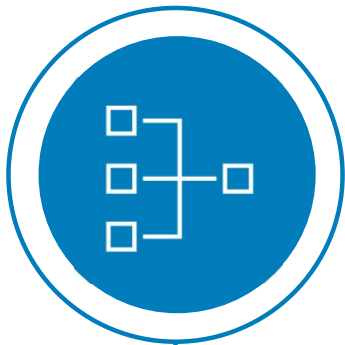
SMB

ENTERPRISE

HOME
FURNISHING

RETAILERS &
DISTRIBUTORS
FOOD/BEVERAGE

AUTOMOTIVE

OUR SOLUTIONS

TrueCommerce™

We deliver a purpose-built, comprehensive platform facilitating digital commerce.

EDI
Automatic exchange of business documents between companies, supporting key business flows such as 3PL, drop ship, and consignment

Supplier Enablement
A suite of value-added services that facilitate the purchasing process between buyers and sellers

Integration Gateway
Imbedded iPaaS solution used to integrate network members with ERPs, storefronts, etc.

Drop Ship
Solution enabling sellers to offer an extended catalog and utilize the connected suppliers to fulfill orders directly

Vendor Managed Inventory
Solution enabling suppliers to forecast customer demand and manage the replenishment process

Commerce Network
Exchanges between partners via access to a vast trading network

B2B eCommerce
Enabling companies to scale their business by using a B2B web shop to take their orders and convert that data into EDI ready for processing.

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CONNECTING ALL YOUR CHANNELS

Connect Once.
Sell Forever.

Retailers | Storefronts | Marketplaces | Business Systems

TARGET | shopify | ebay | Microsoft | Dynamics 365
wayfair | Magento | amazon.com
COSTCO WHOLESALE | WOO COMMERCE | Walmart Marketplace
NORDSTROM | BIGCOMMERCE | Rakuten
SAFEWAY | | Alibaba.com

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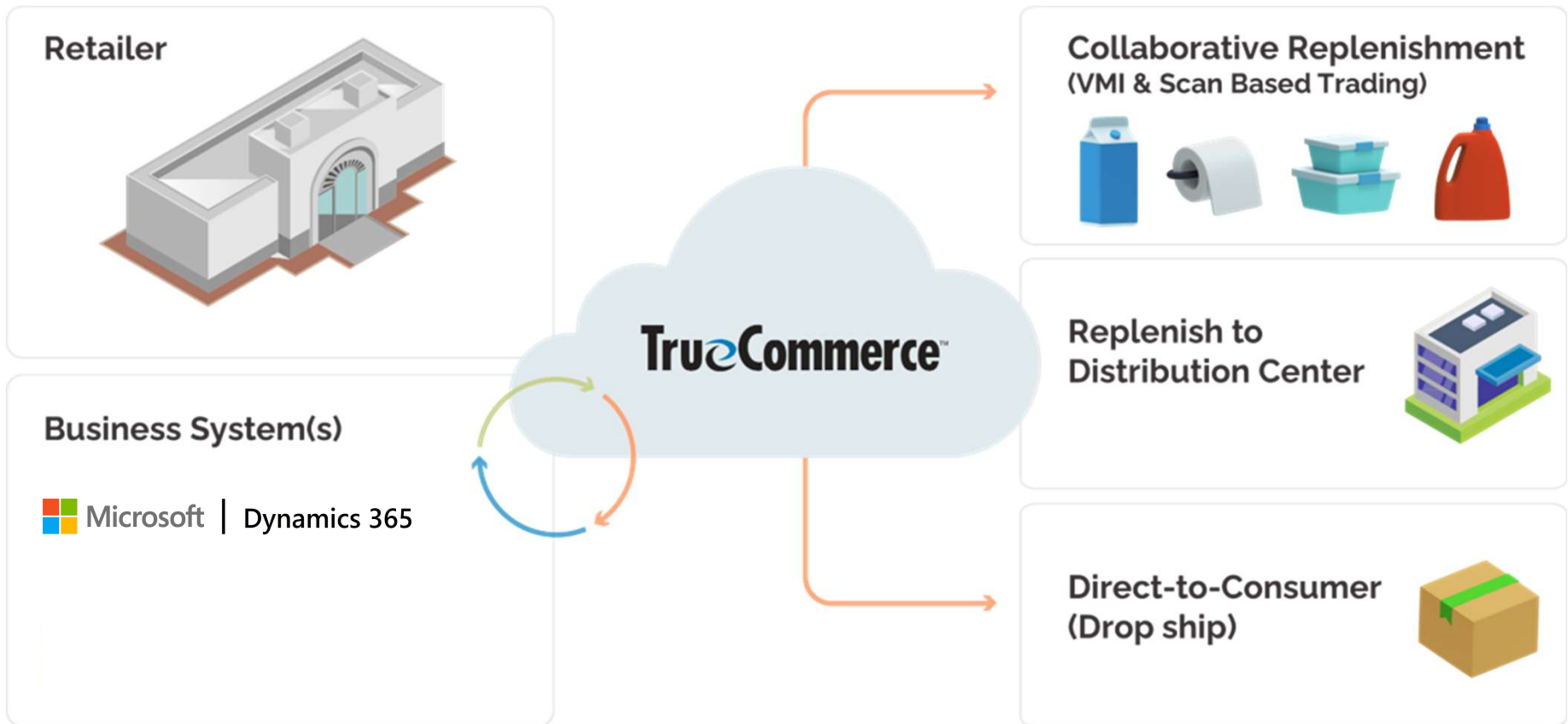
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INTEGRATING SUPPLIERS WITH THEIR CORE SUPPLY CHAIN NETWORK

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Supplier Organization

Business Systems

Microsoft | Dynamics 365
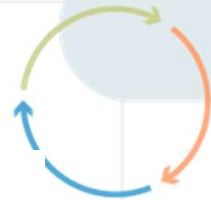
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Sales Channels

Walmart

amazon marketplace

TARGET

wayfair

COSTCO WHOLESALE

shopify

Fulfillment Channels

OHL

XPO Logistics

amazon fba

3PL

Customer

Transfer
Receipt

Shipping
Advice

Transfer
Advice

Shipping
Order

ERP
TrucCommerce™

ASN

Order

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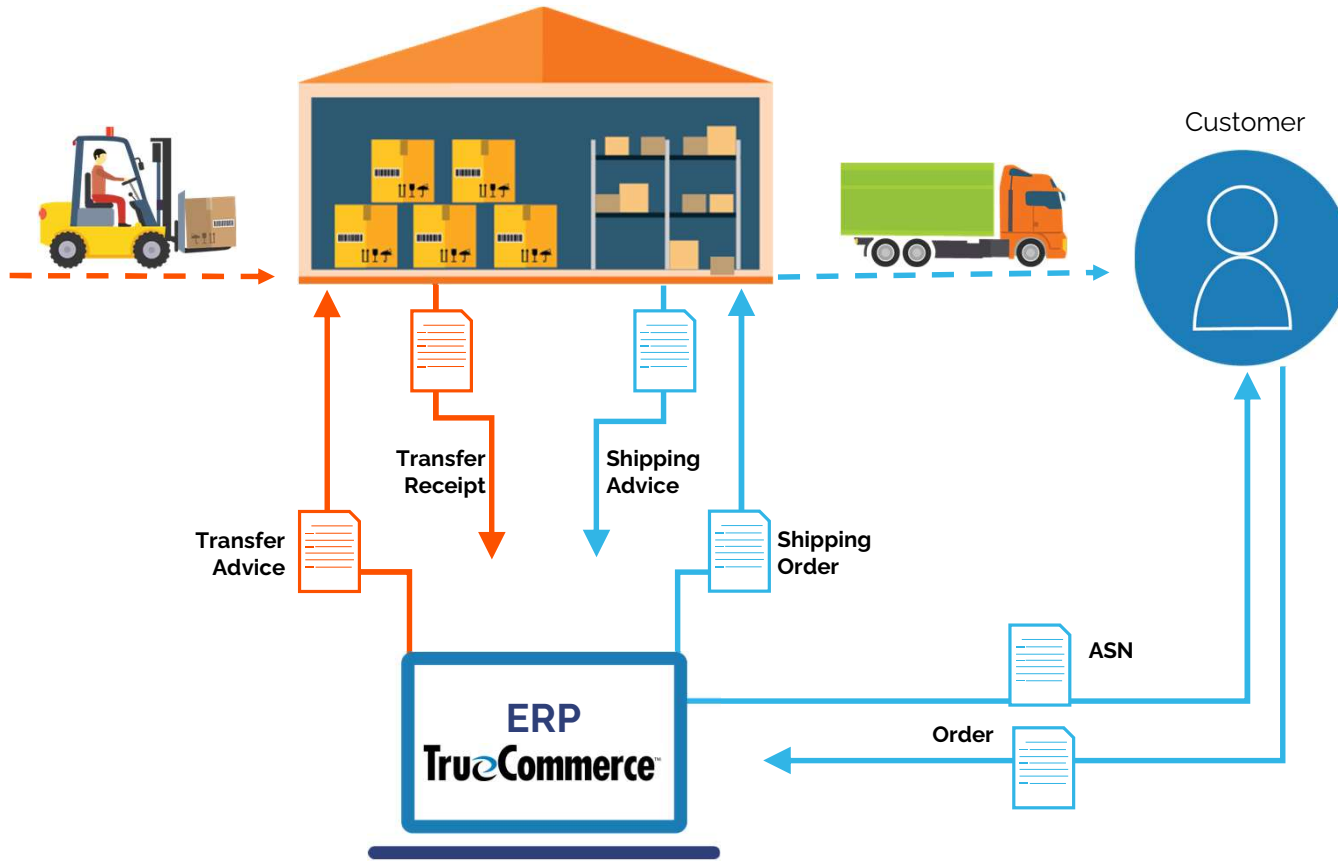
SAVE COST BY AUTOMATING E-MAILED ORDERS

TrueCommerce™
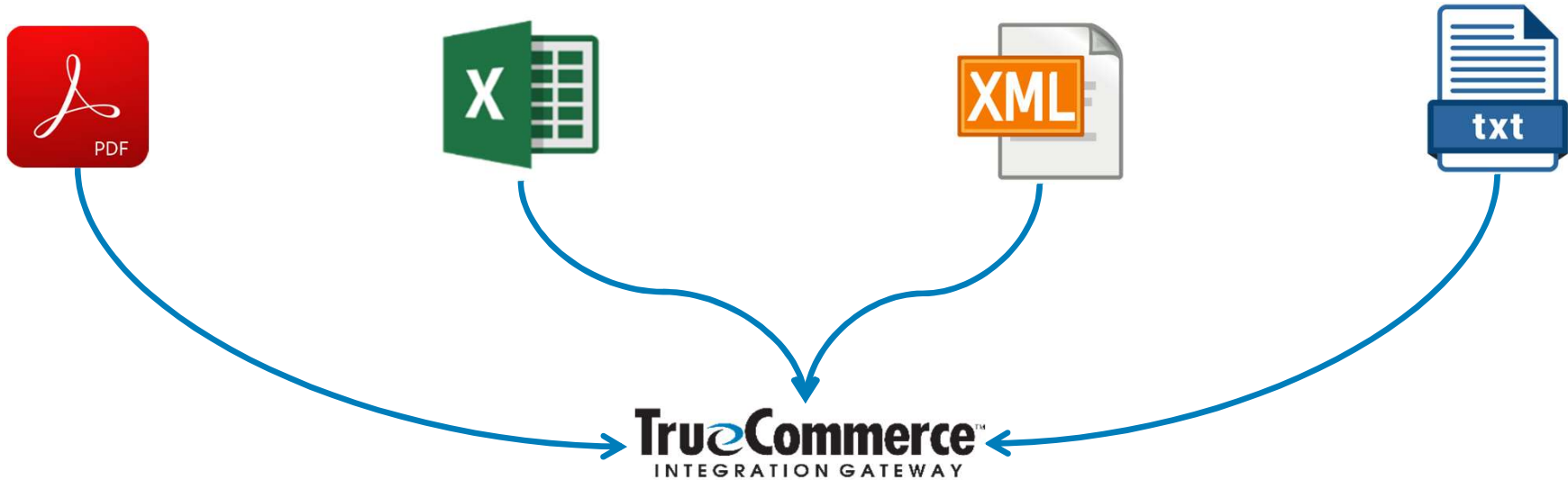
SOLUTION!
TrueCommerce Integrates customer orders
received via email with attachments
(PDF, CSV, XML, etc) directly into your ERP

Orders

ERP

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MARKETPLACES

TrueCommerce™

1. A customer places an order through an online marketplace.

2. Order data is transmitted automatically to your ERP.

3. You fulfill the order.

4. Fulfillment and shipping details are automatically transmitted from your ERP system back to the marketplace.

5. The marketplace order is updated with the shipping information.

6. The marketplace notifies the end customer that their order has been fulfilled and is on its way.

You, the Supplier

Business Systems

Microsoft Dynamics 365

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Marketplace Listings

ebay · Google Shopping Actions · wish · Rakuten · zulily · amazon.com

Fulfillment Channels
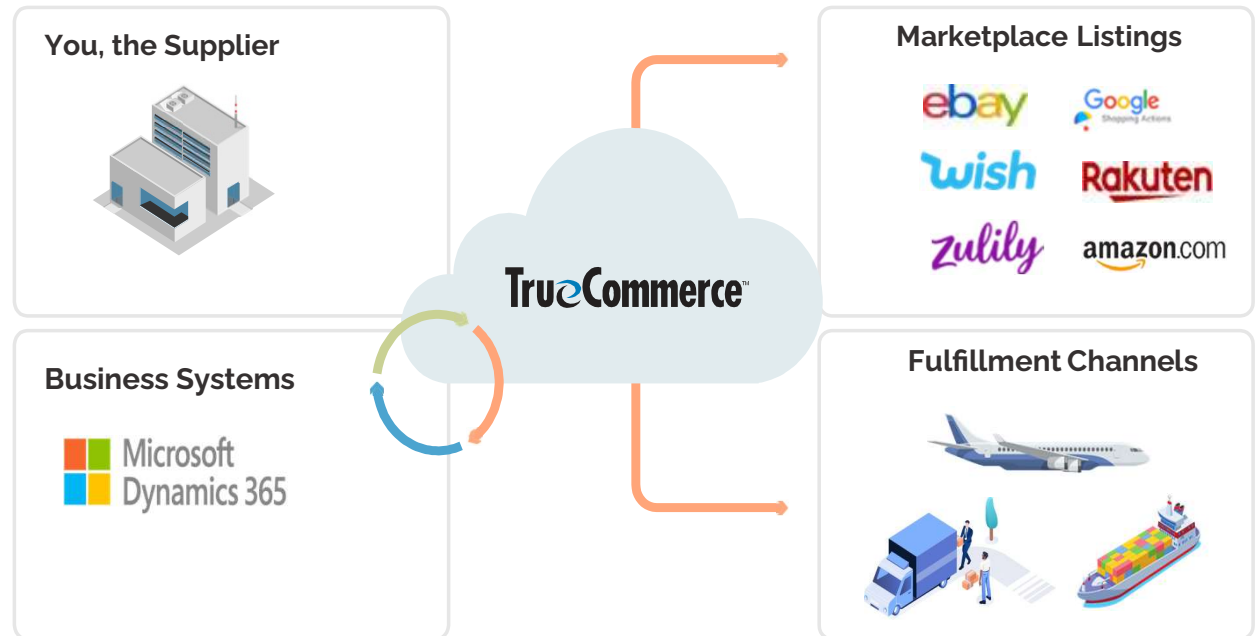
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MARKETPLACE INTEGRATION BENEFITS

TrueCommerce

Connect to over 100 marketplaces to rapidly expand your global reach

Everything you need to quickly connect to Amazon, eBay, Google, Zalando, Wayfair and more than 100 other leading global marketplaces, enabling you to enter new geographies with minimal risk and cost.

Streamline order processing and fulfilment

With integration to your back office systems you can remove time consuming manual processes enabling you to meet delivery deadlines and qualify for programs like Amazon Prime.

Improve customer service with one, unified solution

Increase timeliness, accuracy and service levels by consolidating multiple portals on to one platform and digitally transforming interactions with your customers, from their first click through to delivery.

MARKETPLACES WE SUPPORT

TrueCommerce

TrueCommerce can integrate your business with the marketplaces below, along with 100+ more across the globe!

amazon.com   Rakuten   overstock™   Alibaba.com

ebay   Google Shopping Actions   Walmart Marketplace   fruugo

wish   Zulily   zalando   TOPHATTER

INTEGRATION GATEWAY FOR BUSINESS CENTRAL

TrueCommerce

Sales			
Function	**Business Central Txn**	**Direction**	**EDI Txn**
Create Order	Sales Order	Inbound	850
Create Quote	Sales Quote	Inbound	850
Update Order	Sales Order	Inbound	860
Pull Order - Confirmation	Sales Order	Outbound	855
Pull Invoice	Invoice	Outbound	810
Pull Shipment – Shipment Notice	Sales Shipment	Outbound	856

Remote Warehouse 3PL			
Function	**Business Central Txn**	**Direction**	**EDI Txn**
Pull Order - Warehouse Order	Sales Order	Outbound	940
Create Sales Shipment	Sales Shipment	Inbound	945
Pull Transfer Order	Transfer/Purchase Order	Outbound	943
Pull Transfer Shipment	Transfer Shipment	Outbound	943
Create Posted Transfer Receipt	Transfer/Purchase Receipt	Inbound	944

Inventory			
Pull Inventory	Inventory	Outbound	846
Pull Items	Item Card	Outbound	832

Purchasing			
Function	**Business Central Txn**	**Direction**	**EDI Txn**
Pull Purchase Order	Purchase Order	Outbound	850
Update Purchase Order	Purchase Order	Inbound	855
Create Posted Purchase Receipt	Purchase Receipt	Inbound	856
Create Posted Invoice	Invoice	Inbound	810

Seamless Integration

- Data Services Integration for both on-premises and cloud deployments
- Unattended processing with Scheduler
- Item, address, and partner sync
- Customer create/validation for B2C

Remote Warehouse 3PL

- Automatically fulfill orders with 3PLs
- Create deliveries with item/package details for ASN compliance

Inventory/Catalog

- Inventory visibility for all channels
- Product/Catalog integration

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INTEGRATION GATEWAY FOR NAV

True Commerce

Sales			
Function	**NAV Transaction**	**Direction**	**EDI Txn**
Create Order	Sales Order	Inbound	850
Pull Order - Confirmation	Sales Order	Outbound	855
Pull Invoice	Invoice	Outbound	810
Pull Shipment – Shipment Notice	Sales Shipment	Outbound	856

Remote Warehouse 3PL			
Function	**NAV Transaction**	**Direction**	**EDI Txn**
Pull Order - Warehouse Order	Sales Order	Outbound	940
Create Sales Shipment	Sales Shipment	Inbound	945
Pull Transfer Order	Transfer/Purchase Order	Outbound	943
Create Posted Transfer Shipment	Transfer Shipment	Inbound	943
Create Posted Transfer Receipt	Transfer/Purchase Receipt	Inbound	944

Inventory			
Function	**NAV Transaction**	**Direction**	**EDI Txn**
Pull Inventory	Inventory	Outbound	846
Pull Pricing	Item Pricing	Outbound	832

Purchasing			
Function	**NAV Txn**	**Direction**	**EDI Txn**
Pull Purchase Order	Purchase Order	Outbound	850
Create Posted Invoice	Invoice	Inbound	810

Seamless Integration

- Embedded Integration with Role Center Activities
- Unattended Processing with Scheduler
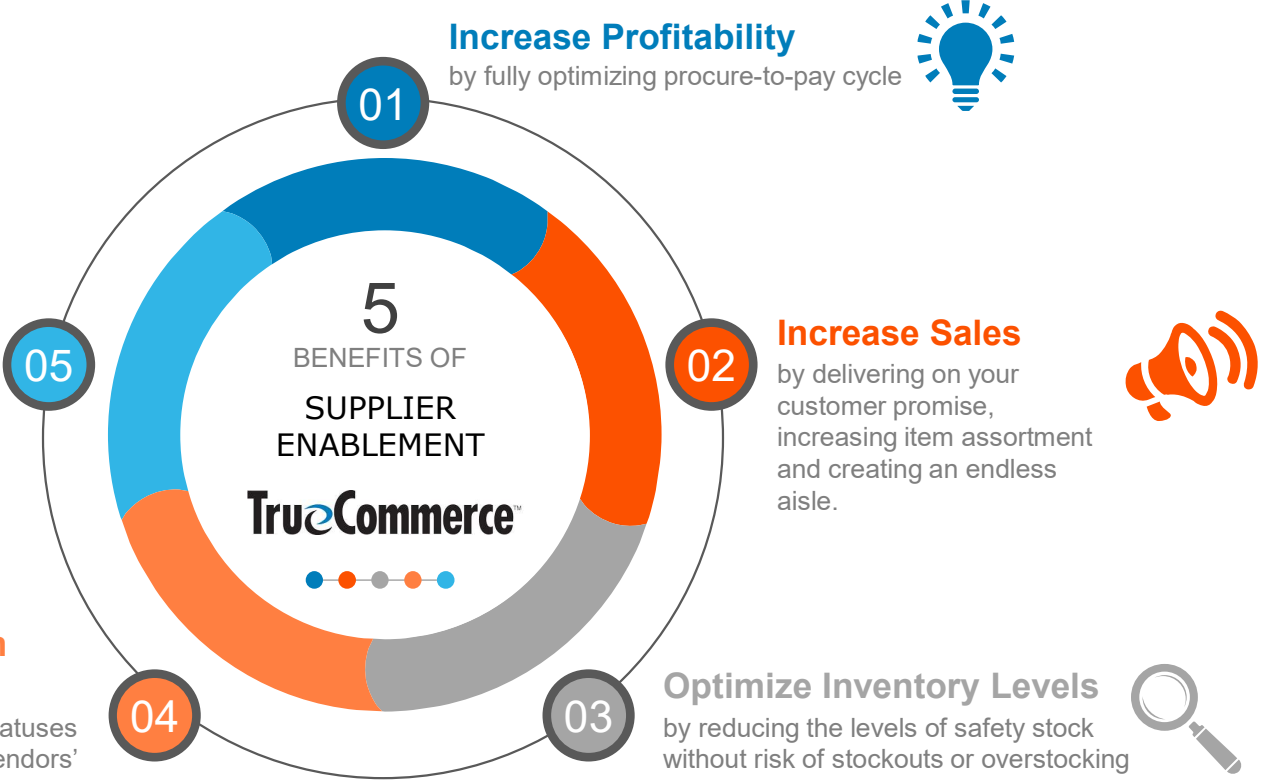- Customer create/validation for B2C

Remote Warehouse 3PL

- Automatically fulfill orders with 3PLs
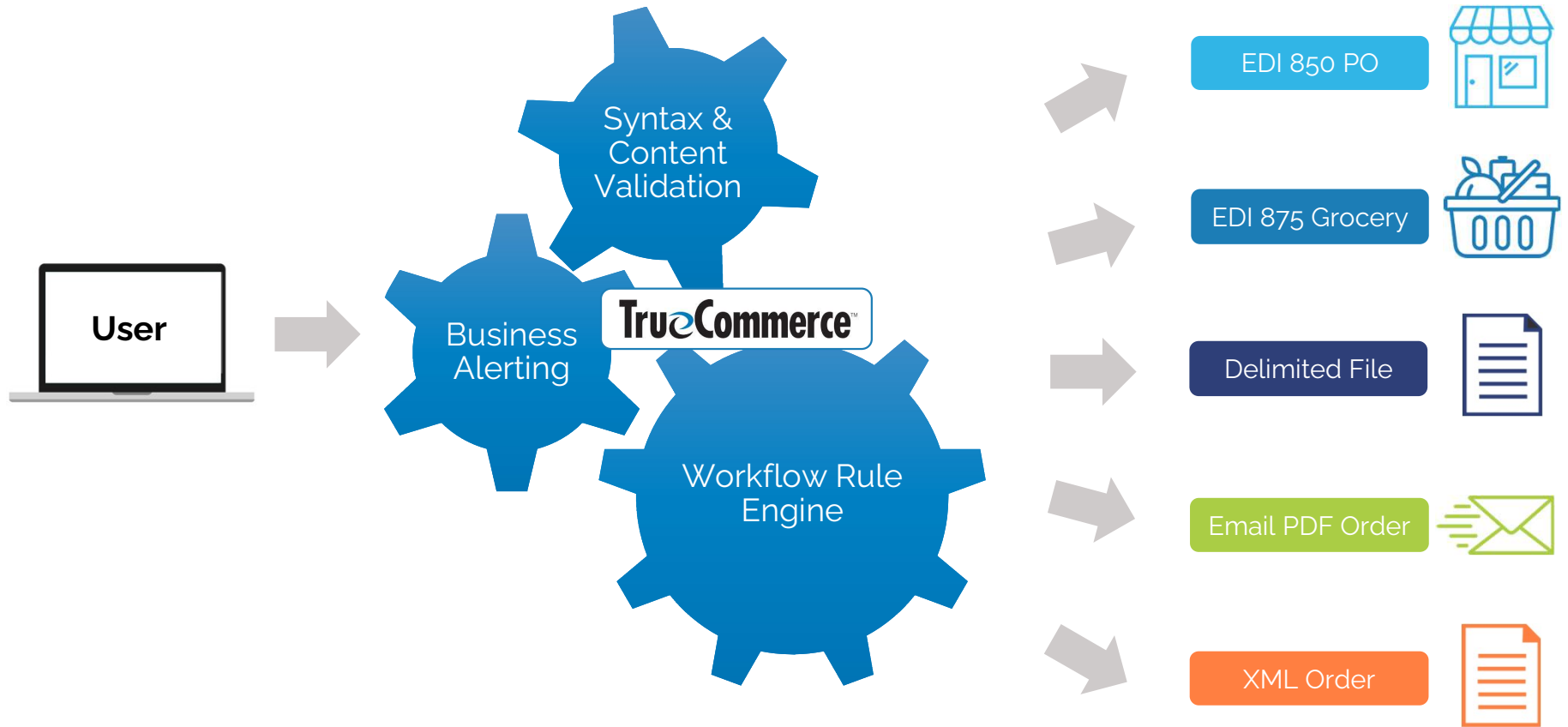- Create sales shipments with item/package details for ASN compliance

Inventory/Catalog

- Inventory visibility for all channels
- Product/Catalog integration

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BENEFITS OF SUPPLIER ENABLEMENT

5
BENEFITS OF
SUPPLIER ENABLEMENT

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01 Increase Profitability
by fully optimizing procure-to-pay cycle

02 Increase Sales
by delivering on your customer promise, increasing item assortment and creating an endless aisle.

03 Optimize Inventory Levels
by reducing the levels of safety stock without risk of stockouts or overstocking

04 Increase Supply Chain Visibility
via real-time tracking of order statuses and greater visibility into your vendors' inventory

05 Improve Supplier Performance
by identifying and working with lagging suppliers and deepening relationship with reliable suppliers

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COMPLETE ENABLEMENT SOLUTION

TrueCommerce™

User

Syntax & Content Validation

Business Alerting

TrueCommerce™

Workflow Rule Engine

EDI 850 PO

EDI 875 Grocery

Delimited File

Email PDF Order

XML Order

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WHY TRUECOMMERCE

TrueeCommerce™

Process

Global, Scalable Partnerships

Fully Managed Service

Next Generation Technology
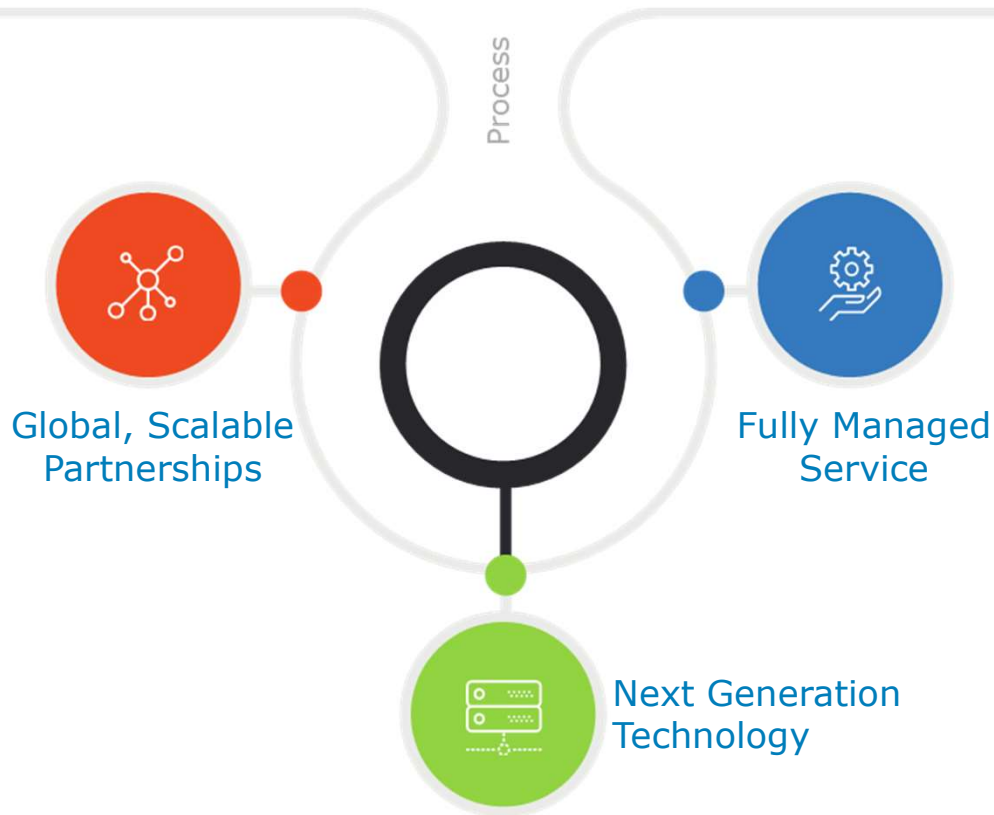
Your Company Needs::
- ✓ Scalability
- ✓ Agility
- ✓ Dependability
- ✓ Simplify
- ✓ Support

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HOW WE HELP

We simplify end-to-end supply chain management and empower success by connecting businesses to a global trading partner network through a single, integrated platform.

- We digitalize your key trading processes
- We integrate you to your B2B trading partners
- We provide standardized solutions
- We act proactively
- We simplify a complex world

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CUSTOMER REFERENCES

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Apparel	Automotive	CPG	Health & Beauty	Home Furnishings	Industrial	Retail
CANADA GOOSE	LUCID	P&G	THE HONEST CO.	LIBBEY	HUBBELL	Sainsbury's
On	NIKOLA	Ocean Spray	SlimFast	Hamilton Beach	CRC	T·J·maxx
Danner EST. 1932	SONY	KIND	e.l.f. eyes lips face	CALI BAMBOO & MORE	Life Is On | Schneider Electric	Office DEPOT
chico's	Continental	Tillamook	mommy's BLISS	FRETTE 1860	Rockwell Automation	SpartanNash

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ANALYSTS & CUSTOMERS APPROVE

TrueCommerce™

CHALLENGER
Magic Quadrant for Multi-Enterprise supply chain business networks

Gartner.

LEADER
Marketscape for Supply Chain Commerce Networks

IDC

LEADER
Crowd Sourcing Leader for Electronic Data Interchange

G2

Leader FALL 2022

Momentum Leader FALL 2022

Leader Mid-Market FALL 2022

Best Usability FALL 2022

Best Results FALL 2022

Best Relationship FALL 2022

SUPPLYCHAINBRAIN GREAT SUPPLY CHAIN PARTNER 2022

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TRUECOMMERCE AT A GLANCE

TrueCommerce™

UK & IRELAND

Coventry, Manchester & Dublin

NORTH AMERICA

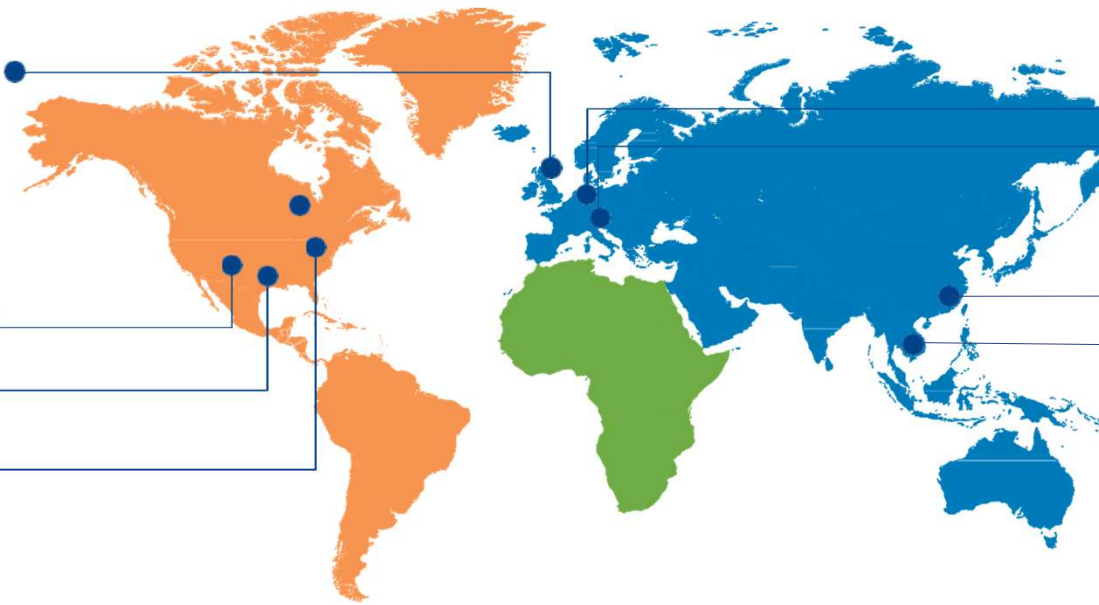Montreal QC
Toronto ON

Colorado Springs CO

Houston TX

Cranberry PA
Columbus OH
Cincinnati OH

EUROPE

Copenhagen & Brussels

Munich

ASIA

Shanghai

Danang

>$181M Revenue	180,000+ Connected Companies	18,000+ Customers	~1,300 Employees Globally	1M+ Accessible Companies via Our Network

Any questions?

THANK YOU

For more information contact
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THANKS FOR JOINING US

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