

VIRTUAL LOGISTICS INC. PRESENTS

# Four Case Studies on Customized Data Integration

Challenges | Solutions | Results

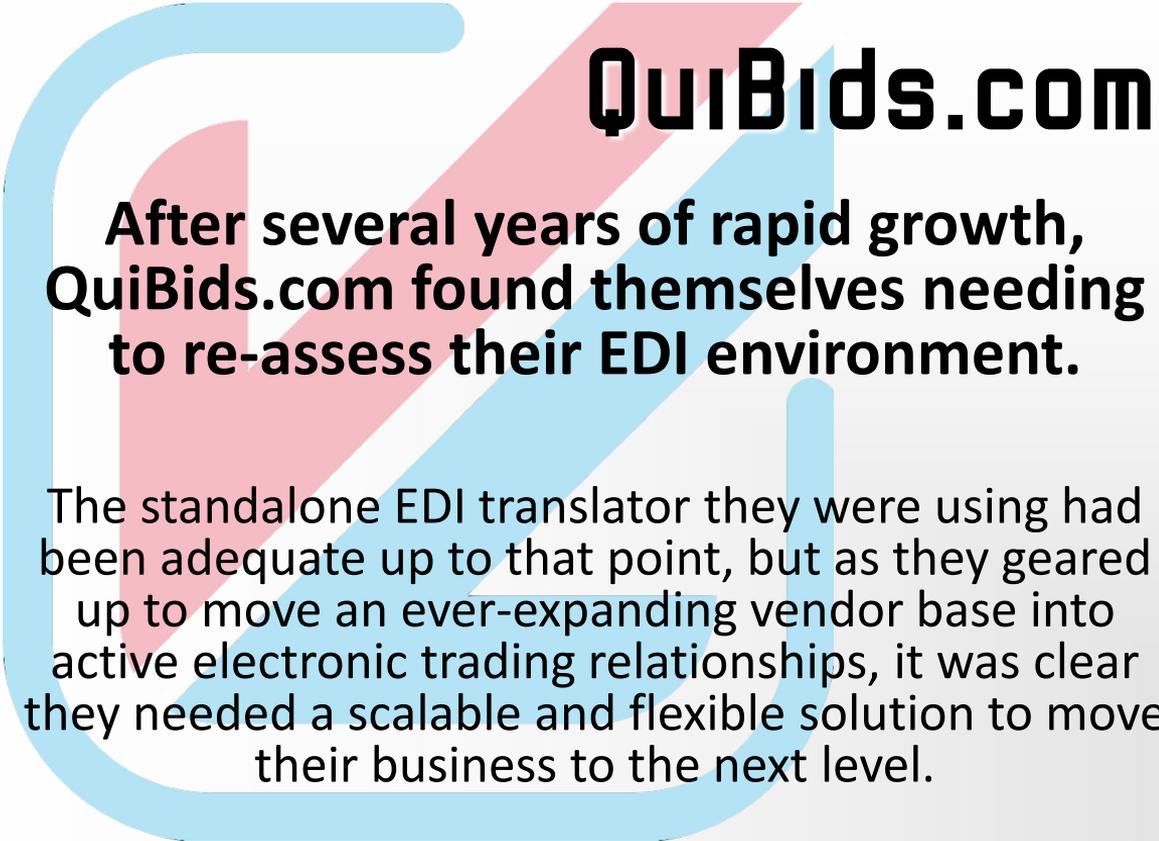


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# QuiBids.com

After several years of rapid growth, QuiBids.com found themselves needing to re-assess their EDI environment.

The standalone EDI translator they were using had been adequate up to that point, but as they geared up to move an ever-expanding vendor base into active electronic trading relationships, it was clear they needed a scalable and flexible solution to move their business to the next level.



Case Study - Liaison's Delta 6  
ECS Data Integration Suite  
Helps QuiBids.com Move Their  
Business to the Next Level

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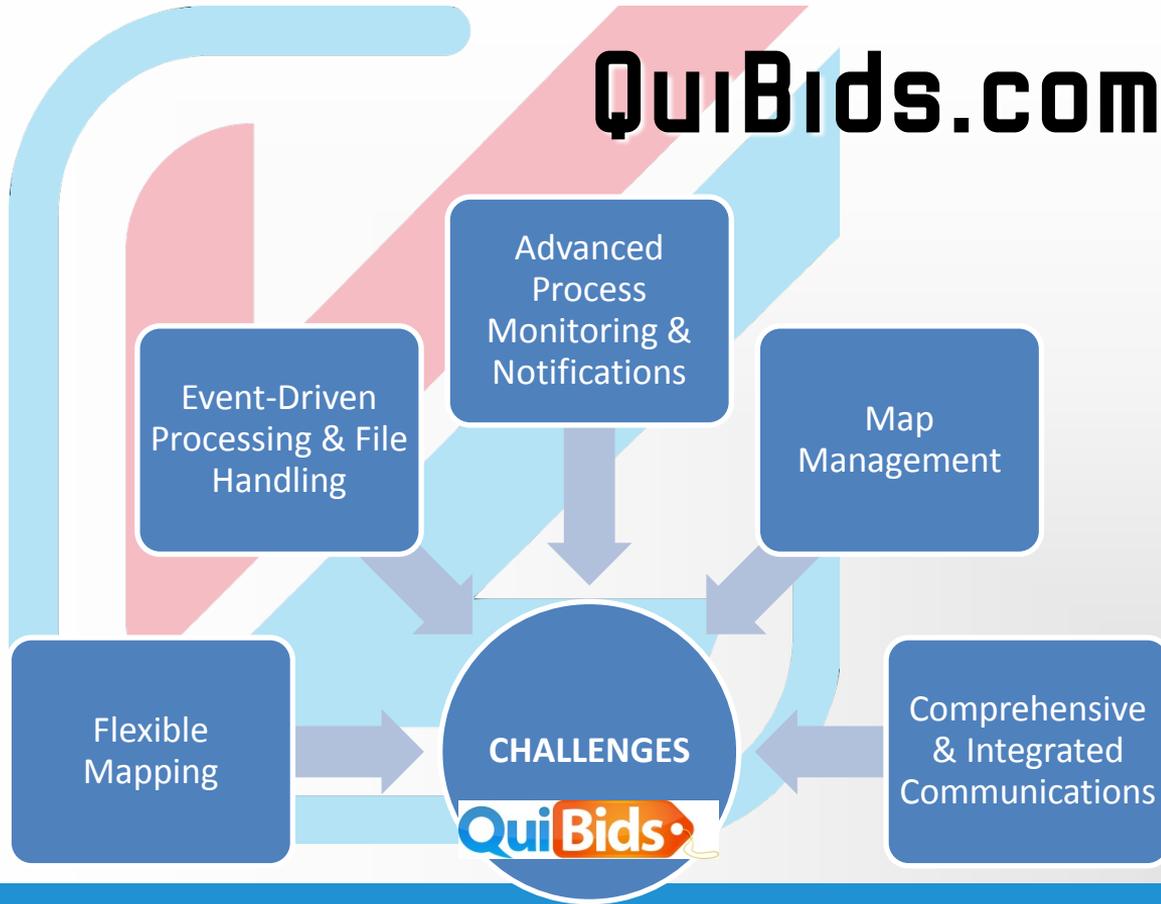


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# QuiBids.com



customer case study | 01

Case Study - Liaison's Delta 6 ECS Data Integration Suite Helps QuiBids.com Move Their Business to the Next Level

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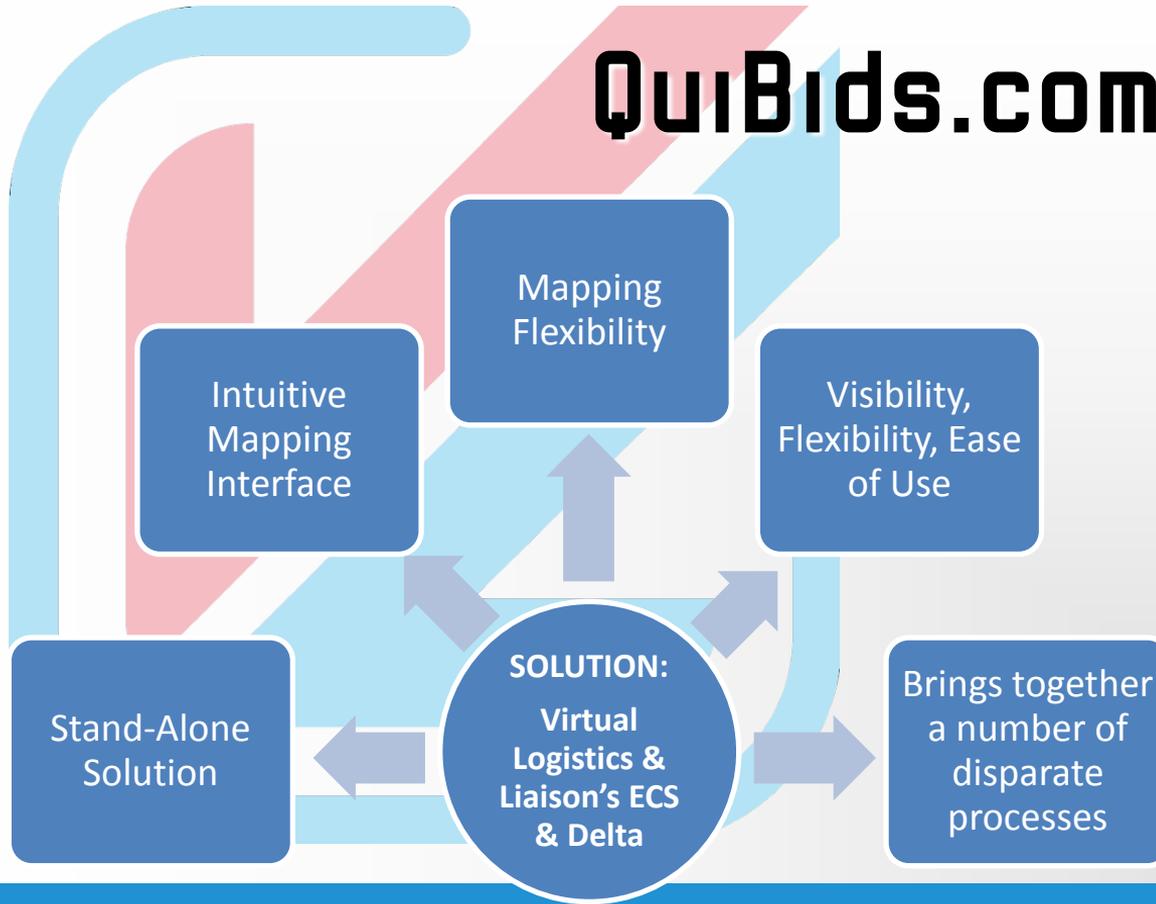
**QuiBids.com**

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# QuiBids.com



customer case study | 01

Case Study - Liaison's Delta & ECS Data Integration Suite Helps QuiBids.com Move Their Business to the Next Level

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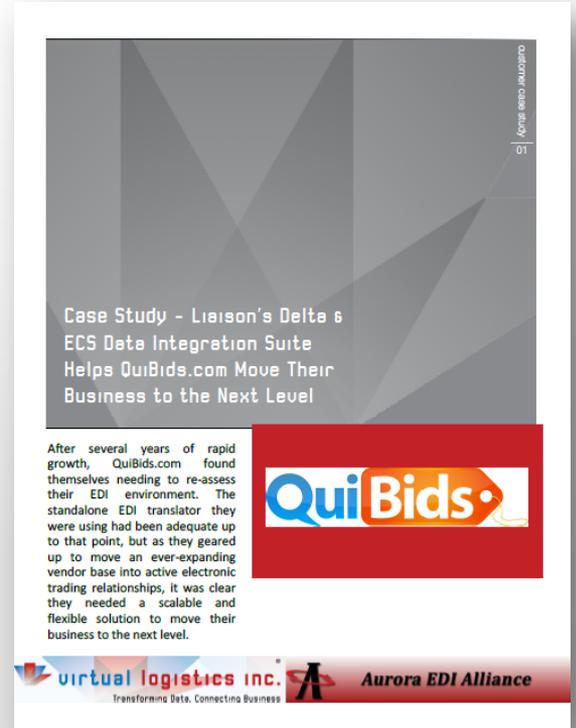


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# QuiBids.com

## Results:

- Benefits were tangible and immediate
- Have a comprehensive real-time picture of the state of translation, communications, errors, and logging in a single interface, saving countless hours of work
- Greater visibility into root causes when errors occur
- Great ongoing customer support from Virtual Logistics



customer case study | 01

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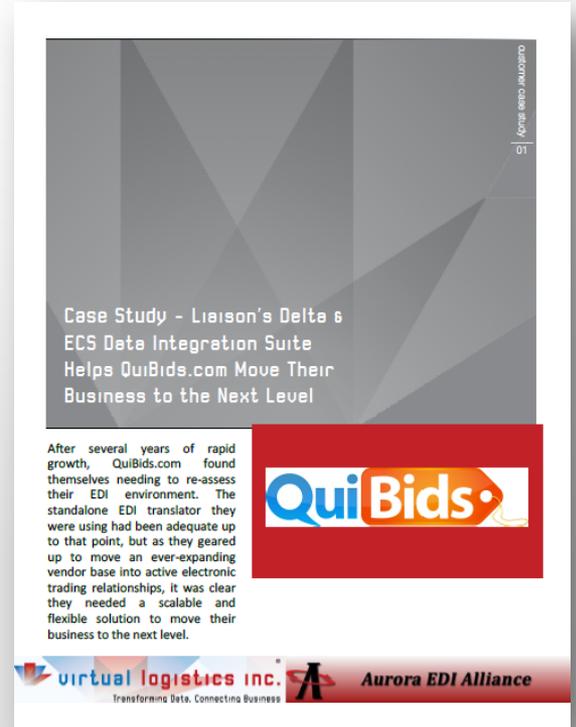


# QuiBids.com

*“The team of highly skilled subject matter experts at Virtual Logistics and Aurora Technology has greatly helped as we worked to re-engineer four years’ worth of legacy processes in the space of four months - an all-out effort that paid rewards in efficiency, ease of development, and visibility.*

*We are now in a much better place, and heading to even better. They’ve been an invaluable font of knowledge and assistance when we have encountered the occasional complexity that arises from any migration of this magnitude, and have been a personal pleasure to work with.”*

*- QuiBids.com*



Case Study - Liaison's Delta 6  
ECS Data Integration Suite  
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QuiBids.com

01 | Application



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# Listen to Your Gut

For more than 10 years, Listen to Your Gut has been providing its customers with tried and true holistic health solutions for combating life-altering conditions such as IBS, Crohn's Disease, IBD, diverticulitis and constipation.

With steady growth, LTYG discovered that they needed a system that would let them look at their customers and what they were buying. They invested in Infusionsoft Marketing Automation software – an all-in-one marketing automation platform that allows small businesses to attract customers and grow sales while saving business owners time and money.

The shift to Infusionsoft revolutionized the business as well as how ListenToYourGut.com interacted and communicated with its customers. That however was not the only change that the couple realized they needed to make.



Jini and Ian launched ListenToYourGut.com in 1999 in response to customers asking them how they could get the products that Jini recommended. This was long before formal shopping cart platforms existed and so Jini and Ian created a static web page where customers could order their products.

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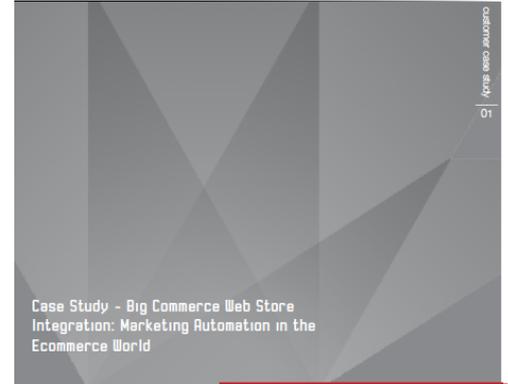
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# Listen To Your Gut

Getting  
BigCommerce to  
'talk' to  
Infusionsoft

Getting  
BigCommerce to  
'talk' to  
fulfillment house

CHALLENGES



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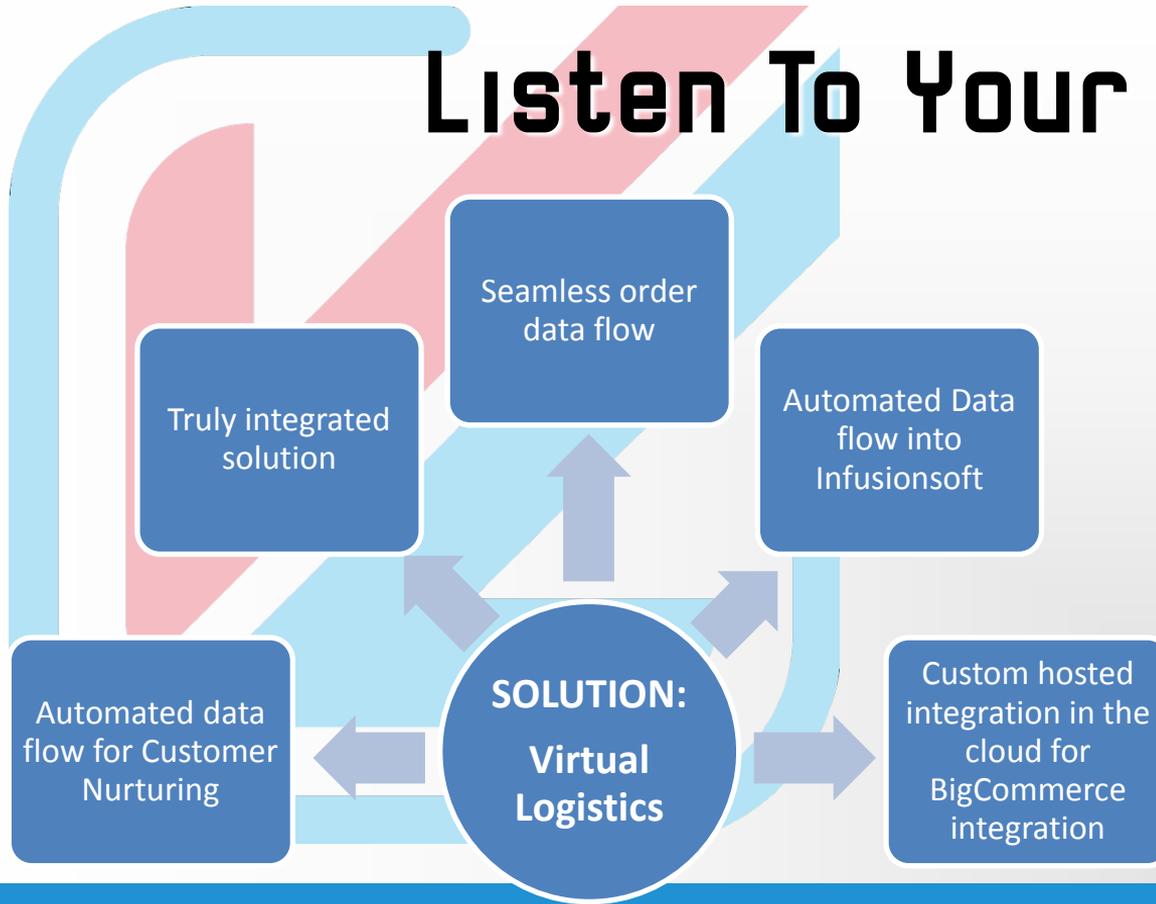
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# Listen To Your Gut



customer case study 01

Case Study - Big Commerce Web Store Integration: Marketing Automation in the Ecommerce World

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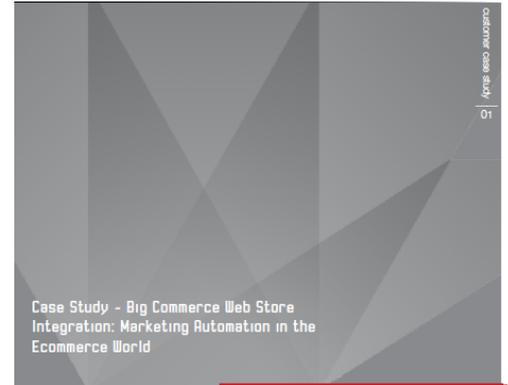


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# Listen To Your Gut

## Results:

- The integration has allowed LTYG to target and nurture their customers
- Allows for sending order data to the fulfillment house for processing with no concern for human error
- Orders get to customers more efficiently
- Order processing visibility
- Integration has allowed the business to be completely automated and outsourced, cutting down on overhead



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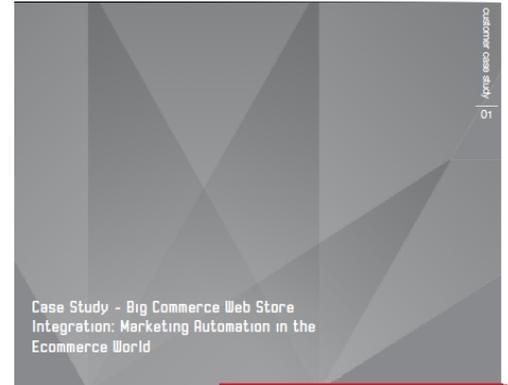


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# Listen To Your Gut

*“We were desperately searching for some way to automate getting data into our fulfillment house... when VL came along, I sensed that these guys knew what we were looking to do because they were progressive in what they were offering. This automatic data exchange between different systems and components is a must. I don't know what we would do without it; it enables us to keep driving forward. The VL team is absolutely wicked to work with.”*

*- Ian Thompson, Co-Founder of LTYG*



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# Nemcor Inc.

**In 2007, Nemcor Inc. of Cambridge, Ontario realized that to enhance their position as a supplier to the retail industry, they would need to further automate their operations with a new ERP system and adopt more sophisticated electronic data interchange (EDI) and data integration capabilities.**

As one of Canada's largest supplier of home textiles, Nemcor had developed an impressive client list. Nemcor did not want to accept an EDI and data integration solution recommended by any particular ERP vendor that was embedded in the ERP system. They needed a flexible off-the-shelf solution that would handle growth, handle the volume of EDI documents being exchanged long term, the number of trading partners, and provided the opportunity for continued integration with their new ERP system.



customer case study 01

*Case Study - Enterprise Integration  
Technology at Work with Navision*

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**nemcor**  
incorporated

For over 20 years privately held, Nemcor Inc. of Cambridge, Ontario has enjoyed a dominant position in the home-furnishing, infant and institutional textiles market in Canada. Nemcor's operations include design, manufacturing, sourcing, distribution and marketing of its coordinated lines through Canadian department stores, mass merchants, specialty retail stores, catalogs, and various other distribution channels including shipping to customers worldwide.

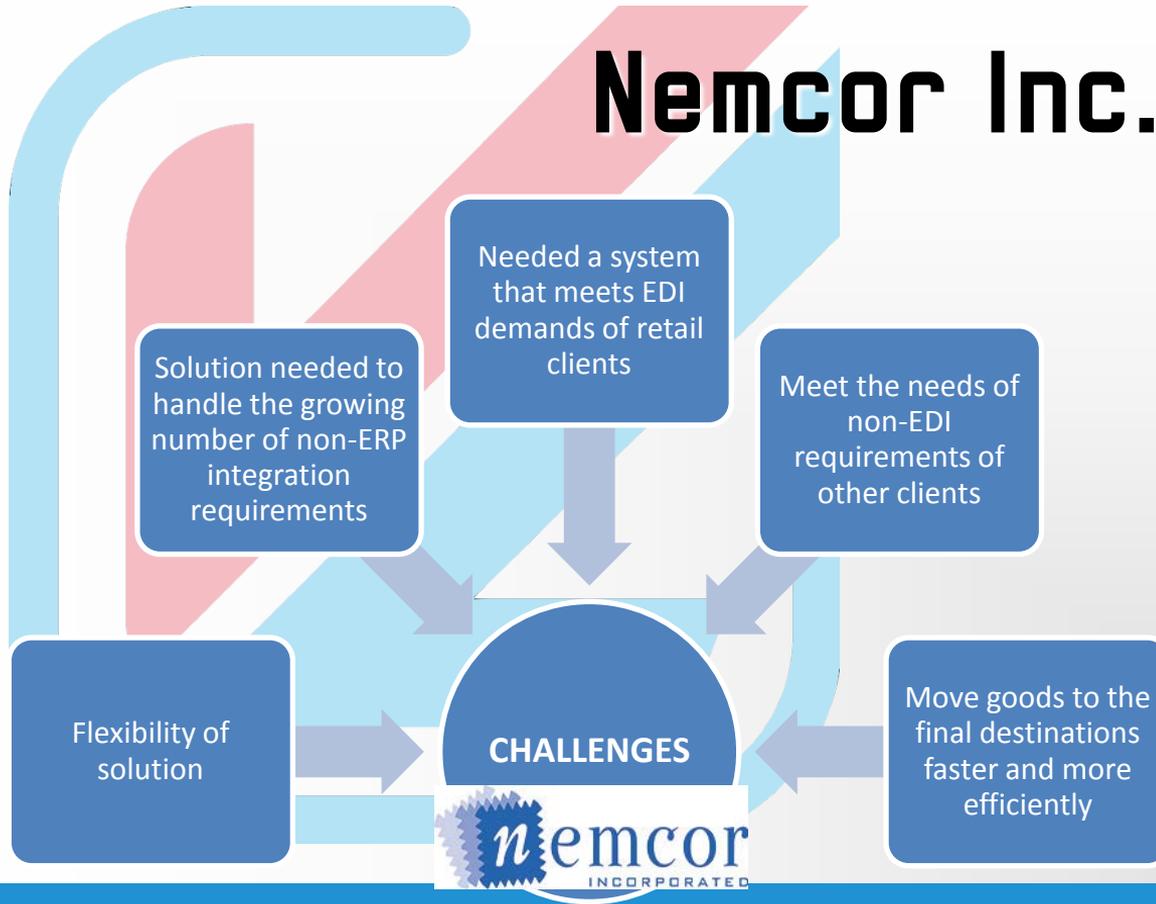


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*Case Study - Enterprise Integration Technology at Work with Navision*

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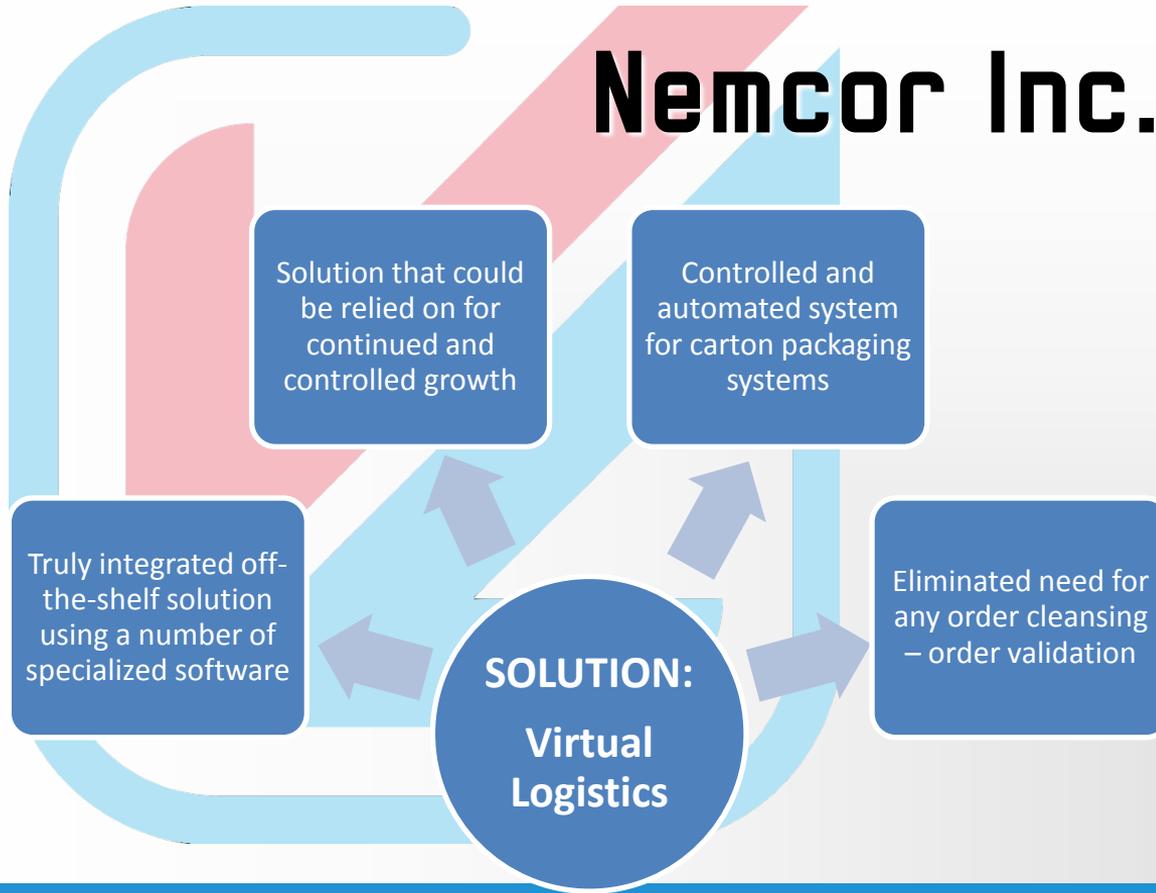
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# Nemcor Inc.

## Results:

From purchase orders, purchase order changes, order confirmations to invoices and advance ship notices, Nemcor now has a system in place that not only keeps their national retail customers happy, but also provides operational efficiency by reducing manual data entry, eliminating shipment errors and providing for a high level of data accuracy. The same system allows them to handle data coming in from non traditional sources such as XML documents, Excel spreadsheets, and even email attachments.



customer case study  
01

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# Bestar

**In 2004, Bestar Inc. of Lac Megantic, Quebec realized that to remain competitive as a supplier in the retail industry, they would need to highly automate their operations and adopt more sophisticated electronic data interchange (EDI) capabilities. Their existing EDI system was showing its age and lack of flexibility.**

As Canada's leading manufacturer of ready to assemble furniture, Bestar had acquired an impressive client list that included Costco, Staples, Office Max and WalMart-all EDI capable and all demanding the same of Bestar. In response, Bestar decided to implement a system that would meet the EDI demands of its retail clients and, in the process, move goods to the final destination - the consumers' hands - faster.



*Case Study - Enterprise Integration  
Technology at Work with Infor  
Visual Manufacturing*

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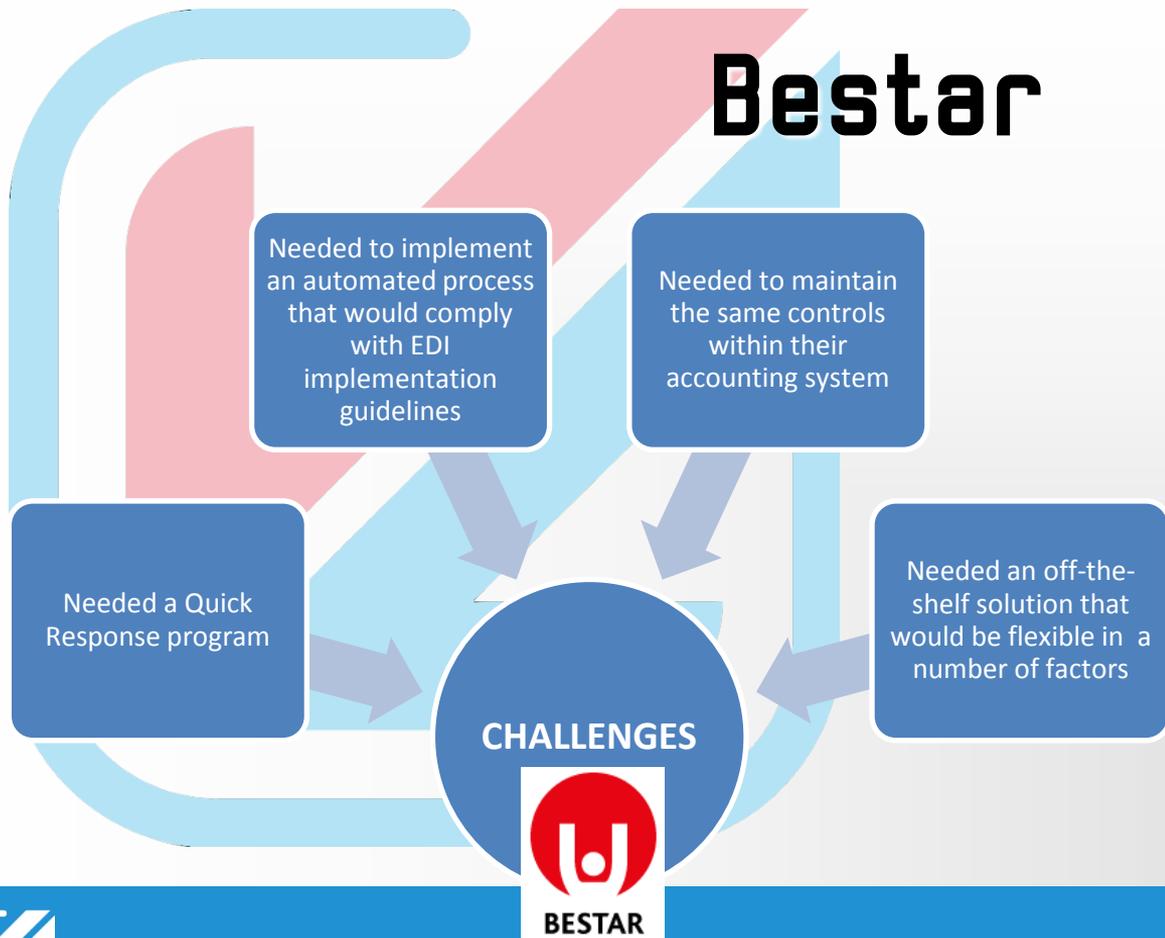
customer case study 01

Founded in 1948, Bestar became a public company in 1988. In 1999, Bestar became ISO 9001 certified, the first North American ready to assemble furniture manufacturer to do so. In 2004, Bestar Inc., of Lac Megantic, Quebec, underwent a major corporate restructuring after a post 2000 downturn which saw the company live some difficult times. A new management team and a new manufacturing application meant Bestar was poised to expand market share and grow. Bestar's Canadian-based operations include design, manufacturing, and marketing of its products through Canadian and US national department stores, mass merchants, specialty retail stores, catalogs, and various office dealer channels.



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# Bestar



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*Case Study - Enterprise Integration  
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# Bestar

## Results:

From purchase orders to invoices to advance ship notices, Bestar now has a system in place that not only keeps their national retail customers happy, but also provides operational efficiency by reducing labor and virtually eliminating errors.

customer case study  
01

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