

# Customer Success Story

MS Dynamics GP



Launched in August 1999, Ideavillage takes new and innovative product ideas from concept to mass retail shelves. The company scientifically selects and markets only the strongest products using an evaluation process that integrates direct-response television (DRTV), cutting-edge Internet technology, and unique in-store media. This system is the first of its kind, making Ideavillage a true innovator in the consumer-products retail space.

Ideavillage deals with over 19 trading partners, including large retail chains such as Wal-Mart, Kmart, and Target. The company processes hundreds of sales orders, advanced shipping notices (ASNs) and invoices on a monthly basis. To manually enter data for these files requires time and resources and also leads to human error. Additionally, ASNs are time-sensitive and data-intensive documents: each ASN contains a barcode that, from a data entry perspective, requires a huge amount of data to be entered. Inaccurate ASNs result in poor customer relations and a chargeback by the retailer to the supplier.

To help manage the large volume of orders received, and in order to become EDI-compliant to meet trading partner requirements, Ideavillage chose eBRIDGE Software as their EDI solution. With the eBridge solution, data is automatically moved and integrated between EDI documents and their Microsoft® Dynamics GP solution, eliminating the manual entry process to save time and liberate resources.

The eBridge solution also enables Ideavillage's third-party warehouse to become independent by relying on electronic Warehouse Shipping Orders for the creation of ASNs and the physical carton labels. Prior to the eBride solution, communication was accomplished by faxing, and labels were couriered to the warehouse.

"We needed a way to automate our business process, and eBRIDGE enabled us to achieve this," stated John Valentin, Vice President of Operations at Ideavillage "We have a reduction not only in data entry errors, but in cost savings as well."

Because of the modular-based design of the eBridge solution, it is scalable and flexible to meet growing business needs. "Given our large number of customers and increasing sales order volume, they were our clear choice for a scalable EDI integration solution," said Mr. Valentin. With the eBridge solution, Ideavillage has benefited in increased efficiency and accuracy and has been better able to serve its customers.

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**Company**  
Ideavillage

**Web Site**  
www.ideavillage.com

**Location**  
Fairfield, NJ

**Established**  
1999

**Accounting Software**  
MS Dynamics GP

**Trading Partners**  
Bed Bath & Beyond  
Dillards  
JC Penny  
K Mart  
Kohl's  
Linens 'n Things  
Mervyn's  
Wal-Mart  
Target