



CUSTOMER SUCCESS STORY

CUSTOMER

Sunfresh Farms Ltd.

INDUSTRY

Agriculture

LOCATION

Canada

SYSTEM

Sage Accpac ERP

Sage Accpac Exchange

Sunfresh Farms Meets EDI Wholesaler Requirements With Sage Accpac Exchange

Since 1997, the partners of Sunfresh Farms Ltd. have been growing and shipping a wide variety of vegetables to wholesalers in the vicinity of Edmonton, Alberta in Canada. To remain successful, Sunfresh Farms must not only deliver the right product at the right time, but must also meet the transaction processing requirements of its wholesalers. Although conventional, paper-based methods had been an industry standard, wholesalers are increasingly demanding electronic data interchange (EDI) of purchase order and invoice information.

"The first wholesaler to ask us to interact with them electronically using EDI did so about a year ago," recalls Rowena Simon, controller at Sunfresh Farms. "They did not make it mandatory, but indicated that the charges we would incur for retaining paper-based processes would make EDI far more cost-effective for us. In other words, the handwriting was on the wall—to stay competitive, we would have to find a way to implement EDI."



Leveraging an Established Relationship

Initially, Sunfresh Farms met the call for EDI by enlisting the services of a third-party EDI provider with transaction-based fees. "Although we incurred a charge for every purchase order we received, every invoice we sent, and every megabyte transferred, the cost of this approach at that time was still far lower than the expense of purchasing our own EDI solution because our transaction volumes were fairly low," Simon says. "But more recently, another wholesaler also indicated they wanted us to use EDI and we knew it was time to take control of otherwise escalating monthly EDI fees."

CHALLENGE

To effectively meet the growing transaction processing requirements of its wholesalers, Sunfresh Farms required a cost-effective EDI solution that integrated with Sage Accpac.

SOLUTION

Sage Accpac Exchange integrates with Sage Accpac to enable Sunfresh Farms to receive purchase orders and send invoices instantly over the Internet with just a few keystrokes.

RESULTS

Sage Accpac Exchange enables Sunfresh Farms to improve and automate its services, respond to wholesalers' needs, and boost its bottom line.

"With Sage Accpac Exchange, we're ready for EDI whenever our wholesalers are. In fact, we welcome it because the benefits that accrue to our business—thanks to Sage Accpac Exchange—will just snowball and continue to enhance our bottom line."

—Rowena Simon
Controller
Sunfresh Farm

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



Sunfresh Farms' primary functional requirement for an EDI package was integration with the company's existing accounting system, Sage Accpac. "We had been relying on Sage Accpac since 1998, and I had used it in previous jobs since 1983, so it was natural to ask our Sage Software business partner, BurCom Consulting Ltd., for an EDI recommendation," Simon reports. "BurCom told us about the release of Sage Accpac Exchange, an end-to-end EDI solution that seamlessly interfaces with Sage Accpac. On that basis alone, we decided to implement the solution. After all, we trusted BurCom's judgment and we trusted Sage Software products, so why look elsewhere?"

Sage Accpac Exchange Makes EDI Simple

With Sage Accpac Exchange fully implemented, Sunfresh Farms receives purchase orders and sends invoices instantly over the Internet in just a few keystrokes. Purchase orders received from wholesalers are entered into Sunfresh Farm's Sage Accpac Order Entry module, which creates an internal order and prints a delivery slip. Sunfresh Farms then processes the order, decrementing its inventory using the Sage Accpac Inventory Control module. Once the delivery slip is signed, an invoice is created in Sage Accpac and sent to the wholesaler through Exchange.

EDI: A Win-Win Technology

Although Sunfresh Farms originally implemented EDI to meet wholesaler requirements, the technology is providing several additional benefits as well. For starters, the invoicing process is now fully automated. In addition, because invoices are sent electronically to the wholesaler, they can be instantly and automatically reconciled with purchase orders, for faster payment.

"When the matching process is done manually, invoices may sit on someone's desk for several days, an interval that slows the payment process considerably," says Simon. "Because of EDI, we're receiving payment about one week sooner now, so I have unprecedented control over cash flow. As a result, I can pay our bills faster, which improves our reputation in the industry, and strengthens our credit ratings. And, when interest rates increase, I'll be able to take advantage of short-term investment options."

"With Sage Accpac Exchange, we're ready for EDI whenever our wholesalers are," Simon concludes. "In fact, we welcome it because the benefits that accrue to our business—thanks to Sage Accpac Exchange—will just snowball and continue to enhance our bottom line."