Data Interchange

Ensuring order process reliability

Fenmark strengthens by introducing EDI

Overview

fenmarc
a fresh approach to produce

Fenmarc were under increasing pressure from their customers to adopt EDI to improve collaboration. Fenmarc needed a solution that was reliable enough to support their 'Just in Time' (JIT) ordering process, which plays a critical role in their business.

Relying chiefly on scheduled forecasts, the JIT ordering process helps Fenmarc cope with fluctuating demands for produce, whilst also ensuring perishable stock is kept to a minimum. Increasing Fenmarc's overall business efficiency and reducing inventory costs, this decreases waste by receiving produce only when it is required.

The solution has been able to grow with Fenmarc and has helped strengthen their relationships with their customers by enabling them to satisfy their customers changing order requirements, often at short notice. They also increased business efficiency and made substantial cost savings in terms of reduced wastage from surplus stock and lower inventory costs. Fenmarc can now quickly turn around large orders at short notice.

"The biggest benefit we have received is that Data Interchange's software has given us the invaluable capability of building a high level of trust, both within our business and with our customers."

Paul Bower, Head of IT at Fenmarc

Results

Data & files visibility
24/7
in real time

Reliable EDI
system

Bio: Fenmark | Retail: Food & Beverage | £40 million Turnover

Approach

Integration: To meet Fenmarc's requirements, Data Interchange implemented their business integration solution, Odex Enterprise, which enabled them to integrate the orders from their customers with their in-house ERP system.

Conclusion

Data Interchange provided their DiNet Integration Network to provide the secure connectivity to Fenmarc's customers, via a single, managed connection to DiNet.

With this solution in place, Fenmarc were able to receive orders from their customers in real time, directly into their in-house system without any re-keying of data.

With instant access to accurate orders and forecast information, Fenmarc were able to ensure they could fulfil their customers' orders whilst keeping stock levels at a minimum.

Benefits

- A reliable EDI system that can process large and unpredictable orders at short notice and in restricted time zones

- Increased business efficiency and substantial cost savings in terms of reduced wastage from surplus stock

- Full EDI integration to provide complete resilience, flexibility and control

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