



EDI headQuarters®

# Case Study

## Highland

**LOCATION:**

Solon, OH

**INDUSTRY:**

Marketing & Distribution

**NUMBER OF EMPLOYEES:**

50 to 140 employees

**CORE PRODUCTS:**

Splash guards, bungee cords, tie downs

**ANNUAL ESTIMATED SALES GROWTH:**

\$4 million to \$50 million

**NUMBER OF TRADING PARTNERS:** 125

**EDI SOFTWARE:**

EDI/HQ



### Situation

Highland lacked EDI and was experiencing inefficiency in billing, orders and fulfillment, as well as expensive chargebacks and a desire to expand business with trading partners.

### Solution

Highland found that 1 EDI Source not only provided them the pipeline to exchange information from one company to another, but it also provided the analytics and automation that changed every aspect of their business. It supported their need for growth, allowed adaption to multiple changes in business models, and made it possible to become the category leader with Walmart.

### Results

- Grew trading partner portfolio by 125 percent
- Raised revenue 12.5 times in just 12 years
- Produced profits that doubled industry peers
- Grew profits more than 10 times through cost savings and waste; reduced chargeback fees by 50 percent; and became the category leader at Walmart
- Automated 95 percent of purchase orders and 98 percent became error-free due to no human interaction
- Created a more flexible and efficient business

“I no longer had to worry about accounting errors and order entry disasters. My company went from manual order entry and invoicing to an automated system that would alert me of errors.” — Craig Manchen, CEO & Chairman



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