



intelligentXchange®

Case Study

Betco Corporation

LOCATION:

Toledo, OH

INDUSTRY:

Chemicals

NUMBER OF EMPLOYEES:

201 - 500

CORE PRODUCTS:

Janitorial and sanitation supplier (JanSan), cleaning equipment, floor finish, commercial skin cleaners, disinfectants & deodorants

ANNUAL ESTIMATED SALES GROWTH:

\$50 million

EDI SOFTWARE:

EDI/HQ w/IX

ERP: Microsoft dynamics SL enterprise Resoure Planning



Cleaning Innovations That Matter.

Betco Corporation provides more than 250 unique formulations for cleaning, disinfecting, floor care, skin care, industrial applications and other assorted specialty cleaning and maintenance products. They also offer a complete line of equipment to perform every cleaning task from special floor-scrubbing machines to heavy duty stripping machines.

Focused on better chemistry, superior equipment, and a complete maintenance management process with distributors located throughout the U.S., Canada, Mexico and Central America. Betco has a distribution capability in every major market of the country, and is ideally positioned to expand across the globe.

Situation

As Betco evolved, so did their operations. After many years of providing chemical products for commercial use, Betco expanded to marketing products to consumers, which came with a whole new set of retail customers in the consumer packaged goods (CPG) industry, and new expectations of how to conduct business. Customers like Office Depot now required Betco to not only automate their B2B exchanges via EDI to increase efficiencies, but to also introduce new practices of issuing charge-backs and penalties for non-compliance with their EDI policies and procedures.

So, as manual processes previously performed by customer service and account receivables became automated, many in the functional business units became disconnected with the process of fulfilling customer orders. Further complicating the situation was the EDI- related penalties that continued to be handed down from customers.

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— Shannon Inverson, Customer Support Manager

Solution

Betco had already automated the order to invoice process for key customers through the implementation of EDI/HQ from 1 EDI Source, but attempted to fix visibility issues by writing database scripts to alert users of problems as they presented themselves through their ERP, MicroSoft Dynamics SL. What they found were numerous emails and very little actionable insight. Unfortunately, they were only being informed of symptoms and not able provide the necessary visibility to increase efficiency and reduce fees.

That’s when they implemented IntelligentXchange (IX), a solution also from 1EDISource. IX breaks down complicated EDI information into usable insight for customer service, credit managers, shipping and IT so they can determine process gaps and improve the customer experience.



Driving Business Impact

For Betco, IntelligentXchange will impact revenue by automating customer invoice pricing controls. In addition, for a growth company like Betco, the productivity gains from eliminating time spent researching customer invoice, document, shipping and collection issues means that current teams can support more growth and focus on more strategic priorities.

“There is absolutely no way we can walk away from the benefits we are seeing and the transparency we have gained across our organization,” said Shannon Iverson, customer support manager of Betco. “This is exactly what we need to all be on the same page as we work towards achieving operational excellence.”



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IntelligentXchange can be deployed with any EDI translator with no remapping or conversion. See how it can help your company capture lost revenues and save significant time.

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