



intelligentXchange®

# Case Study

## Winston Products

**LOCATION:**

Cleveland, OH

**INDUSTRY:**

Consumer Packaged Goods

**NUMBER OF EMPLOYEES:**

100

**CORE PRODUCTS:**

SmartStraps, TowSmart, CargoSmart, Yonanas, and Nature's Way Birds

**ANNUAL ESTIMATED SALES GROWTH:**

\$100 million

**TRADING PARTNERS:**

Walmart  
Meijer, Gander Mountain  
Bed, Bath & Beyond  
Kohl's  
Target  
Lowe's  
Tractor Supply  
Northern Tool  
Sportsman Guide  
Pep Boys and more

**EDI SOFTWARE:**

Gentran Server

**ERP:**

Microsoft Great Plains

Winston Products LLC is a Cleveland, Ohio-based consumer package goods company specializing in providing innovative products ranging from Yonanas dessert makers to strap and towing products. Since 2004, their brands have grown significantly.

### Situation

Winston Products initially implemented EDI to connect and comply with key customers such as Walmart, Meijer and others. Their Gentran solution automated the order to cash process across their higher volume trading partners.

However, when accounts receivable would identify a customer that didn't pay, their only option was to attempt to resend the same invoice. But, since the core issue wasn't resolved, the invoice would continue to go unpaid and customers were becoming frustrated having to repeatedly call accounts payable with EDI issues.

"EDI was putting a considerable strain on the day-to-day relationships with key trading partners. DSO (days sales outstanding) was up, revenue was being lost, and great deal of time was being spent researching pricing and invoicing issues," says Laura Keck, VP of finance at Winston Products. "Although operations had the skill and ability to do initial research, they found it difficult to pin-point the cause of these issues."

### Solution

Weary, Winston contacted 1 EDI Source, Inc. and took advantage of the free, no-obligation assessment. Without hesitation, Winston deployed the SaaS solution of IntelligentXchange to provide enhanced visibility and control over operations.

**"IntelligentXchange is raising the bar for us not only for the operations that support our EDI customers, but for all our customers."** —Laura Keck, VP of Finance, Winston Products

### Results

"IntelligentXchange provided instant insight into a pricing issue causing a five percent variance on a key customer's invoices. And 1 EDI Source highlighted revenue opportunities, such as an additional \$95,000 related to ongoing business and process issues," added Keck.

IntelligentXchange was implemented in just one day and provided instant insight. It snapped right into their on-premise Gentran installation alongside Microsoft Great Plains since it's designed to complement any EDI translator with no remapping or conversion. "IntelligentXchange is raising the bar for us not only for the operations that support our EDI customers, but for all our customers," said Keck.





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### Recovered Lost Revenue

- A discount-related pricing issue was causing a 5 percent variance on customer invoices for one trading partner
- Opportunity to capture an additional \$95,000 in revenue related to ongoing business and process issues
  - Identified the root causes of issues enabling Winston’s leadership to take quick action to resolve process problems and capture revenue

### Saved Time & Reduced DSO

- Identified a savings of 60 days across two roles at Winston, meaning both finance and operations could focus on more strategic opportunities to support company growth
- Instantly reduced delayed revenue by more than 60 days

### IntelligentXchange Provided Winston With:

- Proactive alerting
- Insight that reduced research time from days to just minutes
- Enhanced ability to make EDI understandable to non-EDI users, such as accounting, finance and customer service
- Freedom to focus on business processes and give users the necessary tools to understand and correct day to day issues
- Less paperwork

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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