

Purity Factories Adopts SYSPRO EDI

"We're delighted with SYSPRO EDI, and we haven't had a hitch. We're getting paid faster, and we're saving time — which also saves us money."

Rhonda Kelly, Controller, Purity Factories



■ The Company

Purity Factories has been in business since 1924, supplying the province of Newfoundland with many of its traditional food staples and treats. For the better part of a century, Purity has been making hard bread (used for fish and brewis), as well as regional classics such as Peppermint Nobs, candy kisses, flavored syrups, and a variety of crackers, biscuits and jams.

During the 1950s, Purity Factories moved to its present location in St. Johns, Newfoundland, which houses the company's bakery and administrative offices. These days, with 70 employees and more than 50 products, Purity's reputation has spread beyond Newfoundland, and its products are now available in stores across Canada.

An important part of Purity Factories' recent growth has been its relationship with Wal-Mart, ongoing since 1994, when the retail giant first entered the Canadian market. All across North America, Wal-Mart has been a major force behind the proliferation of electronic data interchange (EDI). EDI helps businesses partners achieve just-in-time ordering objectives by facilitating the automatic exchange of transaction information. Using the Internet to automatically transfer data such as purchase orders and invoices allows retailers such as Wal-Mart to lower expenses, increase productivity and improve customer service.

■ The Challenge

In 2008, despite having used SYSPRO enterprise resource planning (ERP) software for more than a decade, Purity Factories, like many small- to mid-sized companies, was still manually importing and exporting its transactions to and from the Wal-Mart system. After a good deal of thought and consultation, Rhonda Kelly, Purity Factories' Controller, decided to take the plunge and implement SYSPRO's EDI module.

The decision to adopt EDI made good business sense, but the technology involved was outside Kelly's comfort zone. "When I came to work here 22 years ago, we still had rotary phones," she recalls. "Going into the EDI implementation process, I didn't understand what the technology was or how it worked."

■ AT A GLANCE ■

COMPANY

Purity Factories

INDUSTRY

Food and Beverage
▪ Manufacturing

NUMBER OF EMPLOYEES

70

THE CHALLENGE

- Manual import and export transactions
- Outdated systems

SOLUTION & SERVICES

- SYSPRO EDI
- SYSPRO Reporting Services
- SYSPRO Financials
- SYSPRO Report Writer
- Bill of Materials
- Material Requirements Planning
- Inventory
- Sales Orders
- Sales Analysis
- Purchase Orders

THE BENEFITS

- Ability to send and receive EDI transactions with virtually unattended import and export operations
- Fully automated transactions
- Enhanced efficiency
- Cost and time saving





As the date set for EDI implementation approached, Kelly had second thoughts. "I was nervous," she admits. "During the implementation we had to cut off our Internet connection with Wal-Mart, and I was worried that we wouldn't get paid."

■ The Solution

When implementation day rolled around, however, everything went smoothly. SYSPRO did all the background work and set-up, and the testing took only a day. "We could have gone a lot quicker," laughs Kelly, "but I was slowing everything down with my nervousness. Just the same, it went ahead, and I'm very glad that it did."

Now, instead of Purity manually keying in its invoices, code numbers and quantities, the company receives and sends EDI transactions with virtually unattended import and export operations. SYSPRO EDI reads the invoice documents and transfers the data into Wal-Mart's network for processing by the retailer's computer systems. When human response is needed, users are notified of EDI activity via e-mail.

"In addition, when Wal-Mart pay their invoices, the SYSPRO EDI module automatically posts the payments into each Wal-Mart Accounts Receivable account. That was a bonus we didn't expect," Kelly says.

■ The Result

With their Wal-Mart transactions fully automated, Kelly and her co-workers can focus on the jobs they were hired to do. "We're delighted with SYSPRO EDI, and we haven't had a hitch. We're getting paid faster, and we're saving time — which also saves us money."

