



# Profile: Easy Way Products

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—Kim Daniels, Controller, Easy Way Products

Based in Cincinnati, Ohio, Easy Way Products is a made to order manufacturer of indoor and outdoor cushions, patio umbrellas, and accessories. The company’s strategic business partners allow it to manufacture with the highest quality fabrics, fill and other raw materials. Easy Way serves a wide range of customers including independent dealers, niche retailers, mail order catalogues, furniture manufacturers, and mass merchants.

## Leveraging greater efficiencies for order processing

Easy Way first began working with Exact Software in 1996, when the company implemented Exact Macola ERP, a mid-market ERP solution with native Business Process Management (BPM) capabilities that encompasses all accounting, distribution and manufacturing activities. For the past decade, Easy Way has relied on Macola ERP to receive and track customer orders and complete all purchase orders as well as manage a portion of its inventory. Because it is process-oriented, the system has made the company’s sales and accounting departments much more efficient and has provided a better means of tracking customer invoices.



Easy Way’s partnerships with mass retailers led the company to look for an EDI solution that would enable it to move orders and product more efficiently through the pipeline. Previously, daily business transactions, such as customer orders had to be manually keyed, which was very time consuming. Office employees had to key in orders and then once the orders were

### Business Issue

A made to order manufacturer of indoor and outdoor cushions, patio umbrellas, and accessories was challenged with supporting its trading partners amidst increasing order volumes.

### Impact

Because daily business transactions, such as customer orders had to be manually keyed the company had to keep additional workers on staff for data entry, costing it time and money.

### Solution

Exact Macola ERP with EDI solution from Exact Software provides the company with a fully integrated system for managing orders and transactions, while providing employees and trading partners with the ability to access customers’ invoices and histories, ultimately leading to more timely deliveries and increased customer satisfaction.

### Results

- Invoices and advanced shipment notifications are sent out automatically saving the company time and money.
- Employees and trading partners have the ability to feed standardized, formatted data into separate data systems on each end of the line.
- Since implementation of the EDI network, there is a quicker reaction time for processing drop shipment orders and a shorter timeframe for a delivery.
- Easy Way has attracted a number of new customers and has increased its business substantially.

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shipped they would have to manually send an advanced shipment notification. This process became a huge burden since Easy Way was receiving anywhere from 250 to 600 orders a day, depending on the season. An average worker could key in 200 orders a day if that was his or her sole task, which forced Easy Way to hire more employees in order to input all of the data and ship out deliveries on time.

“We realized how important a seamless EDI solution was in order to remain competitive in the market place and retain our partners,” said Easy Way Controller Kim Daniels. “We had worked with Leahy Consulting, a local Exact Software Business Partner, on the Macola implementation. Based on the success of this initial deployment, we went back to them for help with the EDI project.”

The Exact EDI solution is an all-in-one solution that provides greater compatibility with emerging EDI standards and trends than ever before. With the system, Easy Way’s invoices and advanced shipment notifications are sent out automatically, saving the company time and money. In addition, Supply Chain EDI capabilities enable users to transact EDI with suppliers as well as customers. This functionality has allowed Easy Way to deliver re-orders in season much quicker in addition to providing the company with the ability to extend partners’ offerings by drop shipping products outside of their stock assortment direct to customers

As a result of implementing the Exact EDI solution, Easy Way and its trading partners now have the ability to feed standardized, formatted data into separate data systems on each end of the line. Because the company’s trading partners can better manage their customers’ invoices and histories, Easy Way has been able to strengthen its relationships with these retailers and provide better customer service. The streamlined aspect of the system is especially important when considering drop shipments since there is a quicker reaction time for processing these orders and a shorter timeframe for delivery.

“What is truly great about the Exact solution is that the system grows as your business needs grow, eliminating expensive integration and customization,” said Daniels. As a result, Easy Way has attracted a number of new customers and has increased its business substantially.

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