MAPADOC

IMPLUS FOOTCARE STEPPING HIGH
WITH HELP FROM MAPADOC EDI

CLIENT: **IMPLUS FOOTCARE**

"When we make it easy to do business with us, our customers are more likely to give us additional business."

Sam Prestipino
Systems Technology Director
Implus Footcare

Implus Footcare, a successful international distribution company, is currently home to 13 core brands, including Little Hotties, Sneaker Balls, and Yaktrax. The company's products are sold in drug stores, big box retailers, and sporting-goods stores throughout 65 countries. Implus Footcare requires an efficient, streamlined supply chain, and relies on MAPADOC EDI to help keep its products on the move.

MORE POWER AND FLEXIBILITY

The company had been using Sage 100 as its accounting and distribution software, but the large transaction volume was pushing the software's upper limits. When Implus Footcare made the move to Sage 500 ERP, it decided to replace the company's existing EDI software at the same time.

"With our previous EDI provider we were not able to do any of our own mappings; even simple changes required the publisher's assistance," recalls Sam Prestipino, Systems Technology Director. "Our customers' requirements change frequently and we need the ability to work with our own maps to respond quickly. Our Sage business partner recommended SWK Technologies and MAPADOC."

With MAPADOC, Implus Footcare has the tools it needs to make any changes to its existing maps and create entirely new maps. "We received excellent training from SWK. Now we are equipped to respond to our customers' changing requirements right away," says Prestipino.

TRADING PARTNER REQUIREMENTS

The company has two distinct distribution channels, and each requires a different approach to packing and labeling. "When our products are sold in large retail stores, the pricing labels are typically on the shelf, not on the individual product. When sold in sporting-goods stores,

the pricing label is typically on the product," explains Prestipino. "Additionally, the way the product is packaged is different. We have to be able to handle separate packing and labeling requirements for each customer."

Compounding this complexity is the sheer volume of orders Implus Footcare handles. "In a typical month we will ship 20,000 packages via common carrier, in addition to those that are shipped via freight or truck lines," explains Prestipino. "And the volume is on an upward trend."

INCREASED ACCURACY
Implus Footcare was able to set up various controls in the EDI process that ensure accurate information is used within Sage 500 ERP and is included on the outbound customer invoices. "Since implementing MAPADOC EDI, we have had fewer chargebacks and have increased our overall EDI program accuracy," says Prestipino.

EXPERTS ON CALL
While the company is able to make most of the changes it needs to its maps, the company turns to SWK Technologies for answers to difficult questions or for help meeting complex requirements. "SWK has great support," says Prestipino. "We speak directly with someone who knows the code inside and out, and is always able to give us the help we need."

GAIN THE COMPETITIVE EDGE
The flexibility of MAPADOC gives the company a competitive edge, allowing it to quickly adapt to meet new or changing customer requirements. Prestipino describes a situation where a customer wanted a custom label printed on each product in its shipment. "We were able to map that customer-supplied information into a user-defined field in Sage 500 ERP and print it on the customer's labels. When we make it easy to do business with us, our customers are more likely to give us additional business."

The flexibility of MAPADOC also enables Implus Footcare to rapidly add new customers, further expanding the reach of its marketplace.

"Nine years ago we had 20 trading partners, two years ago we had 70 and today we have over 100 customers we trade with via EDI. With MAPADOC EDI, we are able to handle this growth," says Prestipino. "We pride ourselves on providing a high level of service to our customers—really going the extra mile to ensure we are delivering on their expectations. Using MAPADOC EDI together with Sage 500 ERP helps ensure our success."

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