

EDI Alliance Makes Print Media EDI-Healthy

Background



Print Media of Miami, FL, manufacturers printing supplies and recording paper for all medical instruments. For over 20 years, they have consistently delivered the highest standards in product and service to their clientele, which includes many instrument manufacturers, as well as the largest distributors and hospital group purchasing organizations in the country.

Challenge

Print Media had virtually no EDI experience and was dealing with an ever increasing list of distributors and group purchasing organizations (GPOs) pressuring them to become EDI compliant with POs, invoices, ship notices and sales/rebate reports. They needed to integrate their complex pricing structure into EDI processing and inform customers immediately of changes on their POs. They also had a unique need to store data from inbound EDI sales/rebate reports from distributors for multi-purpose internal reporting, as well as for outbound EDI sales/rebate reports to GPOs. In addition, they wanted to be able to generate and send email and fax blasts for marketing purposes.

Solution

Print Media chose Aurora EDI Alliance and Liaison to make them completely EDI-compliant. AURORA set about the task of analyzing each of Print Media's requirements and installing Liaison ECS and Liaison Delta, establishing a line of communications with the trading partners and testing all EDI transactions.

Results

In a few short weeks, Print Media went from having no EDI solution to communicating via EDI with distributors and GPOs with over 30,000 transactions annually. PO acknowledgements are now sent via EDI whenever a PO is received or changed and also sent via email or fax to non-EDI customers. Prices are updated daily and compared against the prices on inbound EDI POs and generates emails notifying customer service if there is a discrepancy so the customer can be notified immediately. Since Print Media needed a way to store data from inbound/outbound EDI sales/rebate reports, AURORA went outside the standard "EDI box," and developed a unique and customized database. In addition, Print Media is using the Liaison products to distribute marketing information to hundreds of customers using the email and fax blast tool.

"Since we had limited experience with EDI, we needed a technology partner who could take us through it step by step, and who could integrate EDI with our unique infrastructure. AURORA has certainly been up to the task, and more."

Robert Gonzales President & CEO Print Media

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