

MAPADOC

TOYSMITH WINS THE EDI GAME WITH MAPADOC EDI

CLIENT: **TOYSMITH**

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John Rosin
Compliance Manager
Toysmith

“Implementing MAPADOC EDI was one of the best decisions we made seven years ago. Since its implementation we have saved an average of \$40,000 per year not to mention hundreds of hours in labor,” stated John Rosin, Compliance Manager for Toysmith, a worldwide wholesale supplier of toys and gifts.

In addition to servicing national and regional customers, Toysmith boasts a wide range of distributors and customers throughout the world, including the U.K., Canada, Australia, Hong Kong, Germany, Japan, Philippines, Mexico and Chile.

UNWRAPPING THE NEED FOR A NEW EDI SYSTEM

Since 1981, Toysmith has been committed to providing customers such as Amazon, Toys “R” Us, Nordstrom and Target with award-winning toys and gifts for children of all ages.

Committed to excellence, Toysmith’s superior customer service is a top priority. With hundreds of orders being processed every day, Toysmith realized that to meet their priorities, they needed a reliable EDI solution.

“We were growing rapidly and naturally began hiring more personnel,” recalled John. “At that time the overall strategic goal was to implement smarter processes and systems throughout the organization. We wanted to be as streamlined and profitable as possible without compromising service. I knew hiring more people was not the only solution and began searching for an EDI solution.”

NEW TOYS SOLVE OLD INEFFICIENCIES

Toysmith learned of MAPADOC EDI in previous years when they were looking for a warehouse management system. “When it came time for us to move to an integrated EDI solution, MAPADOC EDI

was an easy answer,” explained John. “When we saw what their MAPADOC EDI solution could do we really liked the efficiency and automation it offered. The look and feel of MAPADOC EDI was very similar to Sage 500 ERP, our ERP system, and we felt that it would be a natural fit for our employees to navigate.”

“The implementation of MAPADOC was conducted in three phases and went extremely smooth,” stated John. “Our team was spending too much time manually key-stroking orders which affected many aspects of our business and was the first process to be automated. As a result, we decreased labor costs, reduced turnaround time and eliminated human error. This ultimately allowed us to reduce compliance issues and complete orders in a more organized fashion. In the first year alone we were able to save \$40,000 in labor costs and hundreds of hours in processing time.”

IT PAYS TO PLAY WITH THE EXPERTS

Once Toysmith realized the benefits MAPADOC EDI brought to the operational side of the business, they continued making improvements on the distribution side. “During the next implementation phase of MAPADOC EDI we worked on the piece that allows our employees to do the work they are supposed to do,” commented John. “Our distribution process is as seamless as possible and our employees can pick, pack, print the labels and send the orders in a much smoother manner. We see quite a bit of value in the MAPADOC EDI product and our goal is to continually improve so we are now implementing another piece of the product and look forward to seeing those results.”

“MAPADOC EDI has given us a peace of mind and quality we’ve never experienced. It has freed up my time so I’m not running around chasing orders. Instead I can focus my time on more management tasks,” acknowledged John.

“During my entire relationship with MAPADOC it’s been the level of customer service that makes it easy to do business with them. Customer service can make or break a software solution, and MAPADOC definitely delivers. MAPADOC always finds the answers and although I know they have many customers they make us feel like we are their only one.”

While MAPADOC EDI has certainly augmented Toysmith’s business practices, it’s the MAPADOC team that has left a lasting impact with Toysmith. “They couldn’t be more responsive,” praises John. “There are all kinds of things that happen day to day, but ultimately it’s your relationships that end up making your company successful or not. The

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MAPADOC team is one of the relationships that make us successful. They are professional, personable and genuinely interested in our success. We consider them a partner of our organization and could not be happier with their team and product.”

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