

Candy.com Leverages Logicbroker within NetSuite to Streamline EDI and Drop-Ship Automation



“Before we partnered with Logicbroker, we were working with between five and ten drop-shippers as Candy.com suppliers. At our current pace, we’re looking at working with between 40 and 50 drop-shippers by the end of the year.”

Greg Balestrieri, Founder and CEO at Candy.com

Company Name:

Logicbroker

Industry:

eCommerce

URL:

<https://www.logicbroker.com>

Headquarters:

Shelton, CT



Summary:

- Enabling Candy.com to scale so it could meet growing product requests
- Managing inventory to ensure greater flexibility with retailers
- Streamlining EDI and drop-ship automation
- Capitalizing on NetSuite’s integration for a seamless user experience
- Certified “Built for NetSuite”

Candy.com, a leading internet candy retailer, partners with NetSuite to Improve Shipping Processes and Better Manage Inventory

Candy.com is an online candy retailer that offers more than 6,000 types of candy from more than 5,000 manufacturers. Logicbroker, a cloud-based integration hub, enables retailers, suppliers, and logistics providers to maximize current electronic data exchange technology. Within NetSuite, Candy.com is able to use Logicbroker to integrate NetSuite with its shopping cart for an automated order fulfillment process that eliminates manual data entry and delivers end-to-end EDI.

Challenge

In late 2011, Candy.com was approached by several big box retailers about fulfilling their product needs. To meet the requirements of larger scale orders, the company needed a way to maintain the integrity of the products – many were perishable – and manage larger amounts of inventory across the marketplace.

Logicbroker helps clients streamline supply chains by eliminating re-keying of information and manual data entry. Companies are able to effortlessly exchange eCommerce documents with shopping carts, internal systems, and trading partners. Logicbroker’s automated EDI solution with end-to-end integration enables users to send and receive real-time catalog, inventory, order, and shipping information, easily automate drop-shipping, and reduce data entry so partners can process more orders in less time.

Candy.com was challenged to gain greater transparency of orders in real-time to ensure its clients experienced no delays in receiving product. The company also needed a way to scale and streamline the drop-shipping process with suppliers and vendors.

Solution

Candy.com launched Logicbroker as an out-of-the-box solution within NetSuite. Logicbroker was then able to customize the solution to meet Candy.com's specific needs, including aligning their systems with smaller drop-shippers that didn't have the latest technology. A platform was created for these drop-shippers to log in and create orders, which they could ship on behalf of Candy.com.

NetSuite's excellent ERP ecosystem allowed Candy.com to customize searches based on the data available through NetSuite. The company has been able to pull the information it needs from the system to ensure it achieves revenue goals.

Logicbroker also helped Candy.com better manage their inventory across suppliers and vendors. By maintaining a more comprehensive understanding of product levels, Candy.com has been able to improve the customer experience.

Result

"Since we began using Logicbroker, we've been able to launch more marketplaces and partners, quicker, which is driving more sales" said Greg Balestrieri, Founder and CEO at Candy.com.

Balestrieri said the added flexibility and automation processes, including streamlined systems for communicating with warehouse staff, have led to retailers viewing the company even more positively as a partner.

"With the automation now in place, we can launch more partners and suppliers on the back-side. We've also begun working with more key retailers. The transition has been impressive."