

EDI Advantage™
for MAS 90 and MAS 200

Success Story



CUSTOMER

Sophie Mae Candy Company

BUSINESS PROFILE

Headquarters

Paducah, KY

Type of Business

National Confection Manufacturer

Number of Locations

Three

Number of Employees

Two Hundred

Number of Trading Partners

Sixteen

Candy Maker Finds Sweet Success with EDI Advantage

For almost seventy-five years, Sophie Mae Candy Company has been treating America's taste buds to the sweetness of fun, old-fashioned candy creations. The confectioner's broad-based line of non-chocolate candies includes some of the country's time-honored favorites, with brands like Slo Poke®, Kits®, BB Bats®, Square Shooter® sugar-free, and Sophie Mae®, the best-selling peanut brittle in the U.S.

These and other Sophie Mae brands are offered for sale in all kinds of retail outlets—from small “Mom & Pop” stores to national grocers, drug stores and retailers including Wal-Mart, Walgreens, and Family Dollar.

Today, many of the national retailers carrying Sophie Mae's products are requiring vendors to use EDI for business transactions. This is the situation Sophie Mae faced in 1995, when the company first encountered EDI. “When we first starting doing

EDI, we were pretty much forced into it by a big customer,” explains Sharon Holley, Sophie Mae's MIS director. “Now, it's become so common with all of the major chains that it's a huge plus to have it. With new customers, it helps us get in the door.”

In the beginning, Sophie Mae used an EDI translator and forms software for the Macintosh. “In those days,” Holley remembers, “every purchase order had to be keyed in by hand and then every invoice too. I can't imagine doing that now!”

As sales to EDI customers increased, the pressure to find a better solution became stronger. In 1998, Sophie Mae found MAS 90 and EDI Advantage, and, according to Holley, the remarkable efficiencies of their new, tightly integrated system were clear from the start. “When we compared how much time we used to spend on order entry and invoicing with what EDI Advantage

EDI Advantage™

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SYSTEM PROFILE

Operating System

Microsoft® Windows NT®

EDI Translator

TrustedLink, Windows Edition

EDI Advantage Applications

Sales Partner

ASN Partner

MAS 90 Applications

Accounts Payable

Accounts Receivable

Bill of Materials

General Ledger

Inventory Management

Library Master

Payroll

Purchase Order Processing

Sales Order Processing

TimeCard

does for us now, we realized that EDI Advantage is saving us four to six hours of data entry time every day.”

Eliminating data entry also means eliminating errors. Holley puts it like this: “Error reduction? It’s obvious. There are no errors.” Instead of keying data, her staff is now responsible for simply checking orders and invoices for accuracy.

When EDI trading partners send purchase orders to Sophie Mae’s VAN mailbox, the TrustedLink translator retrieves the purchase order documents and sends an acknowledgement back to the trading partners to let them know their transmissions have been received. Once the documents have been retrieved, Holley uses EDI Advantage to integrate the purchase orders into Sophie Mae’s MAS 90 system. “The integration process is quick,” she explains. “A couple of clicks and it’s done. All of the cross references are already set up, so the whole thing happens without any intervention on my part.” To perform the integration, EDI Advantage cross references the trading partner information with the corresponding data required by Sophie Mae’s MAS 90 system and generates MAS 90

sales orders.

“After integrating, I just print the audit report, which is great,” Holley comments. “I never have to waste my time looking at raw EDI data.”

“Between the productivity gains of using EDI Advantage and the same day services we get from Kissinger, there’s no doubt we chose the right solution.”

***— Sharon Holley, MIS Director
Sophie Mae Candy Company***

Mapping raw EDI data into and out of MAS 90 is the job of trading partner overlays, which are provided as part of an EDI Advantage solution. Overlay production is a highly specialized technical function; most users aren’t interested in building overlays themselves. After implementing sixteen trading partners with EDI Advantage, Holley says it’s a relief to know that this service is provided by Kissinger. “Overlays require expertise,” she says. “In my opinion, leave them in the hands of the experts. With EDI Advantage, there’s no limit to the number of trading partners we can add to the system. It really is a great solution.”

Please visit

<http://www.kissingerassoc.com/edisuccess.htm>
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