

ADX – ADVANCED DATA EXCHANGE

Solution Overview

Industry

Internet EDI/XML

Microsoft Business Solutions

Partner

Frank, Rimerman Consulting
San Jose, CA, USA

Scenario

ADX needed a sophisticated business solution to manage a large number of diverse customers.

Company Profile

ADX assists companies throughout North America in the transfer of electronic documents through EDI/XML translation services—reducing document bottlenecks, data error and time delays regardless of the customer's systems and servers.

Benefits

Microsoft Business Solutions has helped ADX decrease the time spent invoicing, increase the accuracy of those invoices and improve the company's ability to adjust price plans as needed.

Software Used

Microsoft Business Solutions—Great Plains

Financials

Inventory and Order Processing

Microsoft SQL Server™

Demographic Information

Number of Employees: 100

Number of Sites: 1

Number of Users: 6

Transaction Volume: 1,000/day

Migrated from SBT Pro Series

ADX – Advanced Data Exchange was spending too much time and employee effort producing invoices for its customers. Microsoft® Business Solutions—Great Plains® helped improve not only the process, but also the possibilities.

ADX – Advanced Data Exchange provides an easy, outsourced EDI and XML translation service that enables companies to electronically exchange business documents, such as purchase orders, advanced shipping notices and invoices, with all of their suppliers and customers. Focused on being “the one document exchange everyone can use,” ADX helps Fortune-class enterprises leverage their EDI/XML systems to connect to all of their mid-size and small suppliers.

Streamlining the System

A company committed to streamlining and simplifying the lives of its customers, ADX realized that some of its own systems were needlessly complex—especially the billing system. Prior to implementing Microsoft Business Solutions—Great Plains, company accounting clerks worked through a 15-step process and 80 hours of work to produce invoices on a monthly basis. Today, invoice building takes about four minutes, and the entire process takes one clerk four to six hours each month.

A direct result of Microsoft Business Solutions, this marked increase in efficiency has had a ripple effect, improving processes throughout the company. For instance, customer support can now view customer invoices directly in the billing system without having to forward requests to the finance team. The team now has access to billing history, expediting customer requests and billing inquiries.

Microsoft Business Solutions reselling partner Frank, Rimerman Consulting strongly recommended the solution to ADX. “They knew that our operating environment is rigorous and that most other similar solutions would not suit our enterprise requirements. They made the recommendations and handled the introductions; we are very pleased with the results,” says ADX Chief Operating Officer John F. Scott.

A Need for Flexibility and Diversity

Because ADX markets to multiple business types and sizes, it is important to have a sophisticated system able to maintain and manage a large number of customer accounts. Accompanying such a diverse customer base is the need for a diversity of price plans and services—a practice that was difficult for the old billing system to integrate. Now, ADX can develop new offerings or change price plans instantly. “Our marketing team can now develop campaigns without concern as to whether the system will track different offers or pricing structures,” Scott says.

“Basically, the impact of [Microsoft Business Solutions] is an ability to grow a complex business rapidly.”

John F. Scott
Chief Operating Officer
ADX – Advanced Data Exchange

While many processes have changed thanks to the company's new system, Scott says that even in the cases where nothing is new, things are better. “[Microsoft

Business Solutions] has allowed us to automate many processes that were formerly manually driven. Obviously, manual processes do not scale. In addition, we now have capabilities that we did not have previously to run the company in better ways.”

More Complete Invoices, Better Accuracy

ADX's new system allows the company to create customer invoices that combine information from a variety of sources—real-time customer information from a Clarify CRM database, transaction data gleaned from an Oracle Web server, and price schedules and tax information contained within the system. The compilation of all pieces of information produces an invoice that is delivered to the customer via ADX EDI/XML Web product interface—helping ADX “walk the walk” of the completely paperless solution it promotes to its customers.

Microsoft Business Solutions is “Exactly Right”

According to Scott, ADX is built to “scale rapidly and scale large.” Managing thousands of trading relationships for large and small enterprises means the company must keep track of thousands of transactions between multiple trading partners every day. “Our project required the full integration with our Clarify CRM system and our transaction engine, ADX.net. The sheer volume of transactions between many trading partners required very careful planning and integration. Everything has to be exactly right,” Scott says. And with Microsoft Business Solutions, it is.

Return on Investment

The effects of Microsoft Business Solutions at ADX are being seen in many areas:

- **Fewer hours** – Before the implementation, accounting clerks spent 80 hours per month on invoicing. Today, four invoices can be produced per second, which means producing and analyzing reports and verifying results takes only two to four hours per month.
- **Improved accuracy** – During implementation, it was discovered that the old system incorporated some inaccuracies during the billing process. With the new solution, inaccuracies are automatically adjusted. In addition, invoices can also include full transactional detail if requested.
- **Cost savings** – The total investment in the implementation was less than half the cost estimates of other solutions.
- **More competitive pricing plans** – The flexibility of Microsoft Business Solutions allows ADX to more quickly adapt its price plans to its needs.

For more information about Microsoft Business Solutions, visit www.microsoft.com/BusinessSolutions

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