



## Dogmatic is Emphatic About EDI

*TrueCommerce Integrator and QuickBooks help small retailer play in the big leagues.*

### AT A GLANCE:

- COMPANY:** Dogmatic Products
- LOCATION:** Brooklyn, NY
- INDUSTRY:** Wholesale
- BUSINESS CHALLENGE:**  
Pet supplier to major retailers needed a reliable, reasonably priced EDI solution to track and share order information with big name customers. To fit into Dogmatic’s business environment, the EDI system needed to be reliable and easy-to-use—and it must integrate with QuickBooks.
- SOLUTION:**  
TrueCommerce Integrator and QuickBooks: Premier Manufacturing & Wholesale Edition
- BUSINESS RESULTS:**  
Together TrueCommerce Integrator and QuickBooks allow Dogmatic to:
  - Decrease the time to create invoices by 75 percent
  - Reduce manual data entry of PO information
  - Maintain better customer records and information due to improved data accuracy
  - Improve and enhance other business services

*“What took me a day with the other EDI service, now takes a quarter a day or less.”*

Rudy DelPuerto  
Logistics and IT Manager,  
Dogmatic Products



Dogmatic Products sells its “new breed of pet products” to some of the best-known retailers in the United States. Bed Bath & Beyond, Linens ‘n Things, PETCO, and PETS MART stock and sell Dogmatic’s innovative line of dog and cat products, giving the small business much-needed national distribution. To win contracts with these big name companies, Dogmatic had to deploy a reasonably priced Electronic Data Interchange (EDI) solution that would allow them to electronically transfer purchasing information painlessly with its business partners over a network.

### **Business Challenge**

Most large retailers require suppliers to connect with their EDI network. EDI allows retailers to easily order new stock and suppliers to invoice for goods purchased. For many small companies, EDI’s cost and technological complexity prevents them from selling to the megastores and distributing their products nationally or globally.

Initially, Dogmatic opted for an online EDI solution, but it became an ongoing headache. “We couldn’t access the system when we needed to process orders. It was slow, and we couldn’t share information with QuickBooks,”

says Rudy DelPuerto, logistics and IT manager at Dogmatic.

Dogmatic relies on QuickBooks: Premier Manufacturing & Wholesale Edition to manage the vast majority of its business. Accounts Receivables, Accounts Payable, Purchase Orders (POs), customer data, sales information, and more are stored in QuickBooks. DelPuerto wanted to export critical purchasing information in the EDI system to QuickBooks.

### **Solution**

Dogmatic decided to shelf its online EDI system for TrueCommerce Integrator. Executives recognized that Integrator offered them the best technology at an affordable cost—and it shared information with QuickBooks.

TrueCommerce Integrator transfers data from the PO, such as items, quantity, price, date for shipment, date for PO, and more, to QuickBooks. DelPuerto can quickly and easily create an invoice in QuickBooks, based on the information that Integrator exported to QuickBooks automatically. QuickBooks exports the invoice to Integrator, where DelPuerto can send it to Dogmatic’s customers.



**Business Benefits**

Migrating to TrueCommerce Integrator has saved DelPuerto significant time by decreasing his workload. Dogmatic can receive as many as 100 POs each day, and the company fulfills approximately 600 orders each month. To keep up with the orders, DelPuerto checks Integrator first thing every day.

Instead of manually entering customer and PO data four or five times with new information, TrueCommerce Integrator and QuickBooks exchange that data automatically. DelPuerto creates invoices in a quarter of the time it took him to write invoices in the previous system. "What took me a day with the other EDI service, now takes a quarter a day or less," he says.

TrueCommerce Integrator has proven to be much easier to use and more convenient than the previous online EDI system. "I can check orders whenever I want, and the user interface is much better than the other one," says DelPuerto.

TrueCommerce Integrator offers the same types of information as the previous system, but Integrator has a more user-friendly presentation of the PO. Integrator also lets DelPuerto print a PO, which was impossible with the old system. "If I wanted to print I'd get unnecessary information on the screen," he explains. "It wasn't set up to print only the PO."

Customer data and invoicing information is much more accurate. "We have the right information about customers and products," says DelPuerto.

DelPuerto can now spend his time more productively, improving other business services within Dogmatic. "With the old system, I didn't have time to process information correctly," he says. "The time I save creating invoices is now used to clean data errors, update accounts receivable, and improve our business systems."

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Logistics and IT Manager, Dogmatic Products

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