



NEW SUNSHINE, LLC.

New Sunshine Basks in New Opportunities with AccellosOne EDI for Microsoft Dynamics® AX.

The build-it-or-buy-it decision can be especially difficult at firms where technology resources are both talented and versatile, where the temptation might be to utilize staff to develop a new EDI solution versus spending cash with an outside vendor -- particularly when current revenue driven through EDI does not warrant a large cash outlay.

Tanning products leader New Sunshine, LLC has experiences with both approaches for their mission critical EDI solution. The company recently moved away from an internally developed EDI solution in favor of a best-of-breed solution provider. It was feared that software that had been developed in-house might become too maintenance-intensive given the current trading partner expansion plans.

The shift in EDI policy corresponded with several events within the company, notably with an upgrade from Microsoft Axapta (now Dynamics AX) Version 3.0 -- which had replaced Oracle Financials some six years earlier -- to Dynamics AX 2009. New Sunshine went live with AX 2009 in the fall of 2009, part of an initiative in which the company had consolidated the business management software operations of its divisions to a single data center at their Indianapolis Corporate headquarters.

Coupled with the transition to Dynamics AX 2009, New Sunshine transferred its EDI operations from the home-grown software to AccellosOne EDI for Microsoft Dynamics® AX. Rather than taking to a generalist approach to creating its EDI solution, Accellos had developed its product specifically for Dynamics AX in order to integrate seamlessly with Dynamics AX workflow and thus optimize data flow between the two systems.

New Sunshine LLC

New Sunshine LLC is a company that since its founding in 1984 has grown consistently through acquisitions. Most of its product emphasis typically has been placed on tanning lotions -- tanning beds and light therapy devices - as well as point-of-sale and store management software for salons. The company operates domestically and internationally, marketing directly to Distributors, salons, retail and the end user.

Besides its comprehensive suite of products for the indoor tanning industry New Sunshine also markets outdoor tanning lotions through major mass merchandising retailers, a growing sector of its overall business. Its recognizable tanning lotion brands include Australian Gold, Designer Skin, California Tan and Swedish Beauty. The EDI activities are now essential for the distribution of the retail sector, with product shipping from warehouses in Indianapolis and in Clearwater, Florida.

EDI Background

New Sunshine is no newcomer to EDI. Its operations date back to the mid-1990s when the company ran its business on an Oracle Financials platform.

Large retailers increasingly were making the ability to exchange standard-formatted electronic documents a requirement for doing business. New Sunshine's major outlets at the time included three nationwide retailers, and in order to accommodate their EDI requirements, the company developed a standalone EDI solution that had limited integration to the Oracle software.

"It was essentially a manually operated standalone system," says Brenda Horner, then head of the I.T. department and now Vice President of Operations. "However, it was appropriate for the time. Our retail business was not huge and it satisfied the needs of these major customers, enabling us to maintain our relationships with them."

According to Christian Fordham, Director of Business Applications, when documents arrived at the EDI server, an accounting department staff member would print them out and enter the information into Oracle Financials. When the order was filled and shipped, accounting would print out the invoice information and enter the information into the EDI solution, which would process it and send it to the respective customer.

*"New Sunshine believes that
implementing the AccellosOne EDI
for Microsoft Dynamics® AX solution
has saved the company at least
\$200,000."*

Brenda Horner, New Sunshine VP of Operations

Rethinking Infrastructure

As New Sunshine grew in size and complexity the then current Oracle Financial system no longer fit the needs of the Company.

AccellosONE EDI

For Microsoft Dynamics® AX

BENEFITS:

- Eliminated need to develop and maintain custom EDI solution
- Accellos EDI Software Delivers Powerful Results
- Direct, seamless integration with Microsoft Dynamics AX
- Savings/avoided expenses of \$200K realized on personnel costs and efficiency gains
- Automation of mission critical EDI processes
- Reduced paper-based processes
- Reduced processing errors
- Easier and more cost effective to add new trading partners
- Consistent usage of customer business rules; requiring no human intervention

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"At that point we stepped back, carefully defined our internal processes, equipment, products, operations and projected needs, and came up with some 650 documented requirements, says Ms. Horner. "Based on these factors, we issued multiple RFQs for new ERP software to determine what each system could do out of the box, what customization would be required and what capabilities could be added. The search resulted in our selecting Microsoft Axapta version 3.0, and we went live with the solution in late 2003."

The original EDI solution for Oracle had been clumsy to operate and was increasingly difficult to maintain, so a developer was assigned to create a solution within Microsoft Axapta 3.0 – basically one that was integrated with the ERP system and which would save the time required to hand-key time-sensitive documents as well as reduce errors and be easier to manage.

More Capability Needed

Even with the advantages of direct integration with the ERP system, EDI operations were still inefficient and time consuming, since the solution still required that each EDI document for each retailer had to be programmed individually to match up with their compliance requirements. This labor intensive detail was compounded by the fact that often, the retailers' processes and requirements continued to evolve. New Sunshine I.T. personnel had to monitor them constantly to keep up with the changes.

It was time, Mr. Fordham says, to look beyond the in-house developed EDI solution and find a new EDI partner to help manage the process. He and his associates researched the EDI alternatives through the local Microsoft Dynamics AX user group, issuing RFQs to three recommended companies: long-time EDI players Data Masons, Accellos, and a company that was quickly eliminated as the companies demonstrated their products. The ability to integrate with AX was fundamental to the search.

"We did not want to customize our EDI operations anymore," Mr. Fordham says. "We had customized the existing in-house EDI solution significantly to work with Dynamics AX 3.0, and it had become difficult to upgrade. So in upgrading the ERP software to Microsoft Dynamics AX 2009, we were also determined to find a third party EDI solution that would get rid of custom coding and integrate easily and directly with the new ERP software. Moreover, we also wanted to be sure that our provider's resources would be available to help install and administer the system."

The Accellos Selection

Accellos was selected as the EDI solution that would not only meet their requirements today, but also would support the business as it continued to grow. Microsoft Dynamics AX 2009 went live in September 2009. Installation of the AccellosOne EDI software commenced in November, and the new solution went live weeks later.

One of Accellos' key differentiators was its direct and seamless integration with Microsoft Dynamics AX, whereas the Data Masons offering existed as an application residing outside of the ERP system. More oriented to a generalist approach, Data Masons would have had to redevelop some logic, Fordham says.

Because AccellosOne EDI for Microsoft Dynamics® AX was built specifically for the workflows native in Dynamics AX, costly and time consuming customizations were unnecessary to accommodate New Sunshine's unique business and trading partner requirements. Flexible cross-references minimized configuration and ongoing maintenance as well as reduced the implementation cycle and time to production.

Operationally, AccellosOne EDI for Microsoft Dynamics® AX employs navigational components that are native to Dynamics AX, reducing ongoing training efforts and increasing productivity. Business rules and exception management are available through check-box activated cross-reference settings, and extensible workflows and

maps simplify the management of unique compliance requirements. An extensive trading partner library includes over 1,000 trading partner kits that enable organizations such as New Sunshine to on-board new business partners quickly and cost effectively.

“Accellos has an excellent technical staff and we liked the elegance of the integration and the coding,” Fordham says. “There was a minor amount of modification required on the New Sunshine side, mainly relating to the sales order form and our addressing functionality. We were looking toward expanding our base of EDI trading partners, and with AccellosOne EDI for Microsoft Dynamics® AX it is easy to expand that base.”

Operations And Data Flow

Five primary EDI documents (ANSI X.12 transaction sets) are in use between New Sunshine and its retail trading partners: the Purchase order (850); the purchase order acknowledgement (997); the advance ship notice/ASN (856); the invoice (810); and the purchase order change request (860).

The EDI process is automated and operates under the supervision of a staff member with in-depth familiarity of all of the business critical documents exchanged with retail trading partners.

Orders for the outdoor lotion products arrive in a wide range of volumes. When a purchase order arrives from a trading partner, Accellos transforms the document and delivers it to Dynamics AX, which automatically generates a sales order, consistently applying trading partner specific business rules without human intervention.

The Accellos product monitors the sales order processes in AX, and when the product is shipped, it generates an advance ship notice. Concurrently, the accounting department posts invoices, which the Accellos software is queued to pick up, transform to the trading partners required compliance format, and deliver. If customers change their order along the way, the change request form is inserted into the document workflow, the revised order is processed and the revised documentation is prepared and distributed.

The AccellosOne EDI for Dynamics AX product is robust enough to provide out of the box functionality while also providing users with the flexibility

and peace of mind to make their own changes if necessary. Accellos’ services team also provides support if needed when adding new trading partners. Overall, Fordham says, set up on the New Sunshine side only takes two or three days.

Once a trading partner is added, testing is initiated with the new trading partner and the partner is then migrated into production mode. The EDI specialist monitors the transactions as they flow through the system. If a trading partner orders a product that has not been set up or the order is for a new location, the EDI specialist simply adds the new cross-reference to define the relationship and business rules for the trading partner relationship.

Results

The expected boom in EDI-enabled trading partners has happened. By early 2011, the total had grown from three to 16, with additional retailers added at a rate of about one per month following go-live. And overall, Ms. Horner says, New Sunshine believes that implementing the AccellosOne EDI for Microsoft Dynamics® AX solution has saved the company at least \$200,000.

“If we had continued with our former EDI operations, we would have had to add more EDI staff and our interaction with trading partners would still have been impeded by the inefficiencies in the old system,” she says. “EDI has become a critical part of our retailer relationships; besides the obvious benefits of economy and efficiency, the major retail community requires it. To grow that base, it was a must, and we feel that we found the right solution for us with Accellos.”

The Accellos team, Fordham adds, was excellent. “They are responsive and provide immediate attention if we have issues. We are very pleased with our decision.”

ABOUT ACCELLOS

Accellos is a global provider of software solutions specifically designed for the unique needs of logistics service providers and small and mid-sized businesses (SMB). Over 3,000 companies trust Accellos to be the technology backbone of their global supply chains. Accellos provides solutions for warehouse management systems (WMS), third party logistics (3PL), fleet management, transportation management systems (TMS), trading partner integration (EDI), automated barcode data collection, parcel shipping, transportation optimization and supply chain business intelligence. Accellos solutions are built on the AccellosOne platform, a modern technology platform featuring a user-friendly interface and simplified technical administration. For more information, email [info \(at\) accellos.com](mailto:info@accellos.com) or visit www.accellos.com.



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