

Innova Success Story

ComplyLink + TrustedLink

Overview

INNOVA was formed in 1983 to meet the equipment needs for the developing sport of disc golf. Dave Dunipace created the world's first disc designed specifically for the sport of Disc Golf for INNOVA in that same year. That first disc, The Eagle - U.S. Patent # 4,568,297, established INNOVA as the technological pacesetter in Disc Golf.

Since its inception, INNOVA has grown and thrived becoming the number one company in disc golf. They sell dozens of types of discs as well as all types of disc golf equipment. Distribution to mid and large size retailers is an important piece of the distribution process for all of their products. They rely on this distribution to remain number one in their sport.

The Challenge

To meet the needs of their customers, INNOVA started using web based EDI and remotely producing their UCC-128 labels using an independent label service bureau. This process included many challenges that made distribution of their products difficult. "Communication and execution were not optimal. There were always delays and mistakes," according to Justin Alderman, EDI Manager at INNOVA.

The label service bureau had difficulty with accuracy and quality control. Shipping the labels from the bureau to INNOVA presented its own challenges. If there were errors on the labels or the quantity needed to be adjusted, INNOVA's shipments would be delayed. Worse, sometimes the shipping window would close and the order would be cancelled. At INNOVA's volumes, the label service was also very expensive.

Late in 2005, INNOVA decided to bring the EDI in house using Inovis' TrustedLink Windows (TLW). While this solution solved their EDI issues, the UCC-128 labels, ASN, and invoice issues still created delays, charge backs from customers, and cancelled orders.

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***Justin Alderman
EDI Manager, INNOVA***

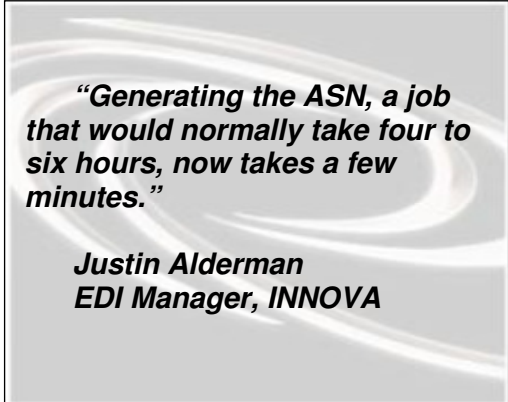
Justin Alderman, EDI Manager, used Label Matrix to generate the UCC-128 labels. However, the data for the UCC-128 labels was not integrated to the EDI and needed to be manually entered for each label set. The data entry was time consuming and prone to mistakes. Once the UCC-128 labels were generated, Justin would scan the labels into TrustedLink's Data Entry forms. The shipment and item information would then be entered manually. The ASN creation was slow, tedious, and mistakes still occurred from entering the data manually. After a couple of months, Justin reported to the management at INNOVA that the process was not working.

e-SupplyLink Solution

Jennifer Lewis, INNOVA's Controller, contacted Inovis Account Representative Dusty Aubury. After discussing INNOVA's UCC-128 label, ASN, and invoice issues with Dusty, he referred INNOVA to Shawn Ferrier at e-SupplyLink. Shawn suggested ComplyLink, a UCC-128, ASN, and Invoice module to Jennifer. After a demonstration of the product, INNOVA purchased ComplyLink immediately.

ComplyLink was installed and integrated to TrustedLink. INNOVA was up and running efficiently within a matter of weeks.

Utilizing tables and click-thru menus, ComplyLink processes 850 Purchase Orders with efficient containerization and packing methodology, prints the UCC-128 labels and generates the 856 ASN. Work that previously took 4-6 hours was reduced to less than 15 minutes. Optional labor saving, error reducing features of ComplyLink include creating the 810 Invoice and reporting to Financial/ERP applications.



“Generating the ASN, a job that would normally take four to six hours, now takes a few minutes.”

***Justin Alderman
EDI Manager, INNOVA***

The Results

The management at INNOVA expects their work with e-SupplyLink to have an ROI of less than one year.