



TDI Brands Case Study

OrderEase has made selling easier!

At a glance

Since 1996, TDI Brands has partnered with vendors all over the world to bring their wholesale customers innovative, distinctive, and timeless garden products. They are a go-to supplier offering exclusive brands that sets them apart.

Key metrics

With time saved by eliminating manual order entry, TDI is able to re-allocate head count spend to the sales department vs the customer service department.



> **3,600**

Orders digitally managed per year



> **900**

Man hours saved per year



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CHALLENGES



The entire order management process to get orders from customers or sales reps into the ERP system was reliant on manual data entry. Because orders were coming in from so many different sources, it didn't seem like there could possibly be a single solution to automate this process.

SOLUTIONS



Integrating their Microsoft Dynamics Great Plains ERP with OrderEase created a single digital access point for accepting all forms of orders.



ERP Integration



Sales Rep App



EDI Connectivity

BENEFITS



Easier Ordering for Customers

1

Customers can access products and see their pricing and inventory available at their convenience! Plus, re-ordering is quick and easy using order history or favorites.

Saves Money on Labor for TDI

2

By cutting back on manual non-value-add tasks, TDI has been able to significantly reduce labor cost, including overtime hours.

Generates New Customers and Sales

3

TDI Brands is discoverable within the OrderEase marketplace by other retailers in the lawn and garden industry. This added bonus has gained new customers and sales for TDI.

Can Now Use Time to Sell vs Writing Orders

THE STORY

As the TDI Brands business grew, more demands were put on staff to keep up. They found themselves working nights and weekends just to keep up with the orders coming in...which were manually entered into their Microsoft Dynamics Great Plains ERP system.

When it was becoming too overwhelming to keep up, the thought of hiring another full-time employee wasn't a first choice. Finding good, hard-working people who would be dedicated to the demands of the position is not an easy or a quick task to execute...not to mention the training time involved!

Once the Covid-19 Pandemic hit, it amplified the demands on this already overworked team!

This led TDI to seek out a solution that could handle their complex customer information and pricing structures as well as enable independence for ordering by their customers and their sales reps.

TDI wanted to get a jump start on introducing a digital way of accessing and ordering products. This would allow customers to work independently and reduce the burden on the TDI sales and customer service staff to manage never-ending questions on inventory status.

TDI was cautious when seeking a software solution since one of their biggest concerns to overcome was fear of a long or mis-managed implementation time. Often projects can drag on and things get derailed but, as TDI quickly found out, OrderEase works with a strong implementation team!

The TDI team was impressed with the OrderEase onboarding process consisting of weekly project management meetings to keep the project on track. The diligence to maintain timelines set collaboratively between the two teams quickly eliminated concerns over implementation drag.

Immediate ROI

OrderEase allows customers to enter their own orders.

This frees up our reps and gives them more time to go and look for new business.



LOVE the APP!

Order ease has made selling easier. Instead of taking time to write style numbers down and process the order later, I am using my time to sell. It is more efficient and a better use of my customers time as well as my own. It also helps with accuracy. Love using this app.



Clare Erickson

TDI Sales Representative

OrderEase Saves So Much Time for Processing Orders!

THE SOLUTION

TDI realized once they were able to integrate their ERP system with OrderEase, the ease of creating digital connections via OrderEase integrations would prove to be invaluable.

Solutions Implemented for the Tierra Garden Brand:

- ERP - Microsoft Dynamics Great Plains - Integration using 3rd party IT resource assisted by OrderEase
- Sales Rep App - Included with OrderEase subscription
- Customer Ordering Portal / App - Included with OrderEase subscription
- Website
 - Where to Buy - WordPress Integration to display retail customer location data
 - Product Catalog - WordPress Integration to display products available to purchase wholesale via the customer portal
- API Integration to an online marketplace
- EDI Connection to an online marketplace

THE OUTCOME

Admittedly, TDI Brands has said their requests were VERY big when they started to work with OrderEase. Not only did they require an integration with their ERP for customers and reps, but they also required integrations with on-line partners via API and EDI as well as a development and launch of a website that integrates with OrderEase!

They had looked at various other solutions over the years, but never had enough confidence to pull the trigger. Since OrderEase had a strong track record working in the garden industry, TDI felt this knowledge would be a great start to understand their products and way of doing business.

Visibility to Inventory

Sales reps now have immediate visibility to inventory which saves time calling into the customer service desk and reduces back and forth communication with customers.



Time Saver!

OrderEase saves so much time. When a new order is received, we no longer need to review every line item for accuracy.

E-commerce orders are a breeze to process. Can't wait for all our customers to come on board!



TDI Customer Service Team

Steps Ahead of Our Competition

With the weekly project management meetings, the project maintained a steady pace to keep on track of meeting expectations. The OrderEase team worked with TDI to ensure synchronization of data between Great Plains and OrderEase provided the proper visibility to sales reps and customers.

As the project evolved, TDI gained more awareness of how much more they can leverage within the OrderEase solution. With highly configurable settings, OrderEase has been optimized to work in a way that makes the most sense with TDI business and process flows.

All areas of the TDI business have seen a positive impact since the integration with their ERP went live. Sales reps are spending more time selling, customer service is spending less time with manual data entry, customers are discovering more products and the marketing team is spending less time updating and maintaining product data in multiple systems. Synchronized data systems make selling and order management so much easier!

THE FUTURE

TDI has just started scratching the surface of leveraging OrderEase. The business growth plan for TDI includes OrderEase as a key element.

The next initiatives planned include:

- Integrations with more trading partners via EDI / API's.
- Addition of their Stone Age Creations brand to the OrderEase platform.
- Leveraging the built-in email marketing system within OrderEase to run promotions and create more customer awareness.
- Partnering with distributors and buying groups to digitally provide TDI product data to them as well as receive orders digitally from them.

Long Term ROI

With digital ordering and automation in place, TDI Brands will be steps ahead of the competition by leveraging the OrderEase solution.

Quick connections can now be made into new marketplaces, reducing the need to undergo complex and time consuming integrations with their ERP system. This will allow the ability to scale growth.

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Above and Beyond

The one thing that sticks out as exceeding our expectations is the attention to our account that we received. Weekly meetings, offering to come to our office to help with orders, night and weekend work and prompt follow-up.

“

Holly Mundy

Vice President, Marketing &
Business Development