

## Overview



### Company

**Ecostore Limited**

[www.ecostore.co.nz](http://www.ecostore.co.nz)

### Industry

Manufacturing and Production

### Customer Profile

Ecostore produces New Zealand's most comprehensive range of environmentally friendlier products.

### Business Challenge

Anticipating rapid growth and overseas expansion Ecostore realized that integrating its internal systems and enabling EDI with retail partners had become an essential part of its business development plans.

### Solution

Flow transfers purchase orders directly into accounts as well as automatically dispatching invoices and sending orders to the contract warehousing system.

### Benefits

- Barrier to business growth eliminated
- Staff time save daily
- Greatly improved data accuracy
- Improved customer confidence

## EDI Case Study

"Using Flow saves us time every day and improves accuracy greatly."

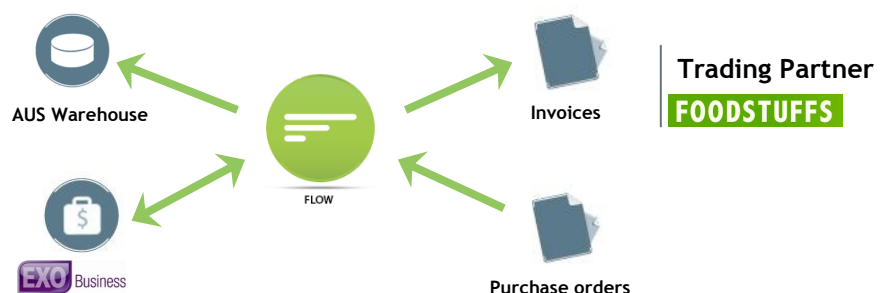
**Daniel O'Brien**  
General Manager  
Ecostore

Ecostore is the New Zealand leader in the supply of everyday household products for a healthier, more sustainable world.

With Ecostore facing rapid growth and overseas expansion, boosting staff productivity through enabling EDI with retail partners became mandatory. Flow transfers orders to accounts, automatically dispatches invoices and sends orders to Ecostore's contract warehousing system in Australia.

With the Flow integration solution, Ecostore has cleared its growth path, improved data accuracy and saved staff time.

### Solution Architecture



*“It is challenging for a small company to face growth, but putting all our internal systems together helped us ”*

*Daniel O'Brien  
General Manager  
Ecostore*

### Situation

Ecostore is a rapidly growing international company, and the New Zealand leader in the supply of everyday household products for a healthier, more sustainable world. Ecostore's range is available in most supermarkets and health stores throughout New Zealand, as well as in over 400 stores in Australia, plus outlets in Korea, Singapore, Hong Kong and the UK. With Ecostore facing rapid growth and expansion overseas, enabling EDI with customers, including grocery giants Foodstuffs and Progressive, became essential to maintain customer service standards and to control administration overhead.

### Solution

Initially Flow was configured to bring purchase orders from Foodstuffs directly into Exonet, Ecostore's internal accounting system, as well as automatically sending invoices to both Foodstuffs and Progressive.

The Flow integration solution was later configured to extract customer orders from Exonet and automatically send them to Ecostore's Australian contract warehousing system.

Ecostore General Manager Daniel O'Brien says that since Flow was first installed three years ago they've had a pretty good experience, with very few issues and requirements being provided speedily.

“It is challenging for a small company to face growth, but putting all our internal systems together helped us. We used to key in orders manually, but as we grew we started considering EDI and now we have about 250 orders per week processed automatically within minutes. Using Flow saves us time every day and improves accuracy greatly,” says O'Brien.

### Benefits

#### Removal of a barrier to business growth

Without integration using Flow Ecostore faced increasing costs of coping with growing order volume.

#### Time & resource saved daily

Time consuming data entry and checking tasks eliminated.

#### Greatly improved data accuracy

Integration enables zero data transfer errors.

#### Improved customer confidence

With greater order accuracy and a shorter order cycle customers have greater trust in Ecostore.

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**For more information about Flow solutions for integration and EDI, call Flow today.**

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