



Services: Integrated EDI with Microsoft Dynamics GP
Industry: Electronics

Trading Partners: AutoZone, Best Buy, The Pep Boys, Target, Wal-Mart

Dual Electronics Corporation

Dual Electronics Corporation is an international company headquartered in Heathrow, Florida with distribution centers in Nevada and Illinois. A subsidiary of Namsung Corporation located in South Korea, Dual manufactures consumer electronics including mobile, marine and home audio and video products that are sold in AutoZone, Best Buy, The Pep Boys, Target and Wal-Mart, among others.

In 2007, the company was at a crossroads. Integrating with its retailers and 3PLs via EDI was important to its sales efforts and supply chain efficiency, but Dual’s existing EDI solution and its integration with Microsoft Dynamics GP was unreliable and the provider’s customer service was slow, often taking days or weeks to resolve issues, according to Dennis Marchewka, Sales Administration Manager at Dual.

Dual began looking for a better EDI integration partner by surveying their retail customers for recommendations and looking for solutions with proven integration to Dynamics GP, Dual’s ERP solution.

“When looking for our next EDI service, we spoke with many of our retail customers,” explained Marchewka. “They often mentioned SPS Commerce as a trustworthy EDI service provider. After evaluating several solutions, SPS was the clear leader for our business with Dynamics GP references, thousands of satisfied customers, existing mappings to most of our retail customers and a commitment to customer service. SPS earned Dual’s business in 2007 and continues to keep it with their outstanding service.”

Proven MS Dynamics GP Integration

Implementing the SPSCcommerce.net solution began immediately. The EDI service and its adapter to Dynamics GP provided the solution that Dual needed without the hassle.

Today Dual is using SPS’ Integrated EDI Service for Dynamics GP with high volume accounts and WebForms service for lower volume or seasonal customers. Dual is connected with 17 of its major customers and several of its third party logistics providers (3PLs), with more being added as its business grows.

“SPS’ adapter to Dynamics GP made our EDI integration effortless,” commented Marchewka. “The expertise that SPS and their partner, Interdyn Business Microvar, provide to ensure the integration’s success was refreshing and we have encountered no issues in several years of use.”

Improving Dual Electronics Corporations’s Trading Partner Relationships



RETAILERS



SUPPLIERS



3PLS

SPS' customer service is truly exceptional."

—Dennis Marchewka, Sales Administration Manager, Dual

Outstanding Customer Service

As an outsourced provider, SPS Commerce is performing most of Dual's EDI functions on its behalf including communicating with their retail customers when issues arise. When needed, Dual is able to call their named SPS account representative to personally address any issues or questions.

"After our previous experience, we were delighted by SPS' customer service," continued Marchewka. "The implementation team was professional, knowledgeable and kept the project moving to meet our timelines. Our customer service representative makes us her priority to make sure that Dual's issues or questions are quickly resolved. In the rare case that she is unavailable, her boss has quickly stepped in to support us."

About SPS Commerce

SPS Commerce perfects the power of your trading partner relationships with the industry's most broadly adopted, enterprise retail cloud services platform. As a leader in on-demand supply chain management solutions, we provide prewired, proven integrations and comprehensive retail performance analytics to thousands of customers worldwide. With a singular focus on the retail marketplace, we revolutionized traditional EDI systems by developing a platform that enables highly cost-effective and reliable trading partner collaboration. SPS Commerce has achieved 48 consecutive quarters of revenue growth and is headquartered in Minneapolis.