

AT A GLANCE

- GXS Freeway Professional provides a fast, reliable means to exchange orders and invoices with UK customers
- GXS provided smooth integration between EDI solution and SAP business system
- GXS developed customised translation of Tradacoms to EDIFACT documents to support requirements of large UK customer
- GXS Freeway Professional reduces the amount of manual work for IT staff
- GXS Freeway Professional has eliminated duplicate and lost orders since going live



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— KATE BRAZIER,
BUSINESS INTEGRATION ANALYST,
CHURCH & DWIGHT

Church & Dwight

Corporate Profile

Church & Dwight is one of the fastest growing consumer packaged goods companies in the world. Established in the personal hygiene market, the company is responsible for the manufacture and sale of a wide range of high street brands including Arm & Hammer, Batiste and Pearl Drops. The company has a turnover of over \$2.9 billion and offices in the US, Canada, Asia, Europe and the UK.

Church and Dwight focus on continuously improving business efficiency. This has seen company performance outpace the Standard & Poors index times two for the past 10 years.

Business Challenge

Given the company’s determination to make every part of its business operations as efficient as possible, the company has been trading electronically with their customers for years. Sales outlets include large retailers, pharmacies and wholesalers, and Church & Dwight realised that EDI offered the potential to improve the way it processed orders and therefore increase customer satisfaction.

Importantly, the company wanted to integrate EDI with the SAP ERP system it uses for business administration and accounting. The company selected a GXS EDI software solution for its integration with SAP and then implemented it across a number of the Church & Dwight companies. In the UK, this enabled the exchange of orders and invoices with its large retail customers.

Kate Brazier, Business Integration Analyst at Church & Dwight says “GXS EDI software was a good start-up solution for us. It worked well with SAP and GXS already worked with most of the large retailers around the world so connecting to our retail partners was quick and easy.”

Two new developments led Church & Dwight to reassess its EDI solution in the UK. The company’s instance of SAP only supported Tradacoms so Church & Dwight decided that as they planned to continue trading with customer now moving to EDIFACT, it was a good time to review their EDI approach as well.

“Today, every supplier knows that they will have to trade electronically with its large clients. That’s what they expect. It is up to us to ensure that we can accommodate their systems to facilitate an optimal document exchange. This gave us the opportunity to look at our EDI solution and see whether we could upgrade to a solution that would allow us to make our order and invoice processes even more efficient,” says Brazier.

The Solution

The company decided to move to GXS Freeway Professional. A number of the Church & Dwight companies were already using GXS solutions in other locations so they wanted to re-

main with GXS. “We were happy with our GXS EDI software, but moving from VPN connectivity combined with upgrading meant we could immediately benefit from improved functionality, performance and reliability. GXS Freeway Professional was ideal and competitively priced for our UK needs.”

The major challenge when implementing GXS Freeway Professional was to ensure that the SAP system was able to receive orders from all of their customers, including Morrisons, and could also integrate invoices so they could pass directly from the ERP instance into their EDI solution. This meant having seamless conversion from Tradacoms to EDIFACT or other required standards seamlessly. This is standard functionality within GXS Freeway Professional but can also be customised to meet specific requirements as it was for Church & Dwight.

Brazier says: “We thought that the translation might be a challenge but GXS are extremely knowledgeable and ensured our solution met our very specific requirements. Now we can easily accept EDIFACT orders (or other standards) and they are automatically translated into a format that our SAP system accepts. It’s fantastic what GXS Freeway can do.”

GXS Freeway Professional also enabled Church & Dwight to accept orders from another customer, ASDA. “GXS Freeway Professional delivers complete integration with customer systems. GXS has a great deal of experience of working with large retailers so the transition was faultless. There was no downtime at all,” comments Brazier.

Another benefit of upgrading to GXS Freeway Professional has been the increased reliability and automation with tighter integration to the ERP. Now, all orders are routed automatically into SAP and sent to the customer service teams to organise the despatch. Large retailers set tight delivery schedules, so it is essential that orders are processed as effectively as possible.

“We don’t have to check the system any more, since the new system went live we’ve haven’t lost or duplicated a single order. That translates as less work and worry for our IT staff. If there are any problems, we know that the excellent GXS support team is only a phone call away,” states Brazier.

The Future

Brazier thinks that large retailers are beginning to exchange a wider range of B2B documents electronically. Orders and invoices are now established as the core documents and others such as financial remittances, credit and debit notes are becoming commonplace. She believes that suppliers have to be able to accommodate the new trading requirements as their customers adopt them. GXS has given Church & Dwight a flexible B2B software platform to meet the ever changing requirements of its customers.



About GXS

GXS is a leading B2B integration services provider and operates the world's largest integration cloud, GXS Trading Grid®. Our software and services help more than 550,000 businesses, including 22 of the top 25 supply chains, extend their partner networks, automate receiving processes, manage electronic payments, and improve supply chain visibility. GXS Managed Services, our unique approach to improving B2B integration operations, combines GXS Trading Grid® with our process orchestration services and global team to manage a company's multi-enterprise processes. Based in Gaithersburg, Maryland, GXS has direct operations in 20 countries, employing more than 2,800 professionals. To learn more, see <http://www.gxs.com>, read our blog at <http://www.gxsblogs.com> and follow us on Twitter at <http://twitter.com/gxs>. You can also access our public filings with the Securities and Exchange Commission at <http://www.sec.gov/edgar.shtml>.



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