



AT A GLANCE

- GXS Freeway Entry provides a comprehensive EDI solution for small companies without technical knowledge or previous experience
- Easy to install, easy to operate
- Automated trading facilitates a lean business model
- All EDI requirements consolidated on a single platform
- Professional and helpful service distinguishes GXS



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– WAYNE CRAWLEY
KEY ACCOUNTS MANAGER
ROTH AUDIO

Roth Audio

Corporate Profile

Roth Audio is a leading designer and manufacturer of stylish audio products for the home market. Based in the UK, the company has gained a reputation for innovation and quality at a price point that makes high end audio performance available to the ordinary person. It achieves this by working with specialist audio designers and engineers around the world to constantly deliver market leading products.

The company’s commitment to design has resulted in a portfolio of products that has changed the market’s expectations of the levels of performance and design that can be achieved, while the product ranges remain affordable. This approach has gained widespread industry recognition and a string of international awards.

Roth Audio is driven by product diversification as highlighted by its recent entry into the radio and soundbar markets. Since its formation in 2007, Roth Audio has successfully established a multi-million business by creating feature rich products with a pricing structure that has mass market appeal.

Business Challenge

Selling in the UK, Europe, US and Asia Pacific, the company has established a trading partner network of leading retail organisations within its core markets. Wayne Crawley, Key Accounts Manager for Roth Audio says: “We are a relatively young company and we have been expanding rapidly. Our preferred approach is to work with the best partners in our business, providing them with products that are right for them, rather than a large reseller network. The retail market for audio products is huge, so there’s no cap on growth. Our success depends on how we manage that growth.”

A major part of the company’s business strategy for achieving sustained growth is to expand while controlling costs and headcount. Crawley explains: “Our model is to run a tight ship. We don’t believe that continually adding headcount as you grow is a very effective means of driving business success. We think having the right people in place is more important. With a small core of motivated and empowered staff we have been able to reach the turnover of a company that employs many times the number of people we have.”

Roth Audio currently employs less than 10 full time staff but is still able to deliver outstanding customer service worldwide. Implementing an EDI solution from the outset has been essential in making this possible as it has reduced the workload for staff within the company. Crawley comments: “Why use EDI? Simple. It makes your life easier.”

The Solution

The company recognised that trading electronically with key customers would increase business efficiency, minimising the amount of manual processing of orders and invoices. In addition, it would reduce order errors and the cost and time associated with correc-

tions. Roth decided that the chosen solution would need to be feature-rich but straightforward for employees to use and for the business to manage. Importantly, it had to enable effective electronic trading at a level of cost appropriate for the size of the company.

Roth Audio began a market evaluation and on a recommendation, Roth Audio decided to look at GXS Freeway. The evaluation ended on that very first contact. “The person who answered the phone won the business for GXS. They had a professional and helpful approach which was reflected across the entire company. They made something potentially difficult to understand and confusing, into something simple and straightforward. It was clear that we wouldn’t need to go anywhere else for our EDI solution,” says Crawley.

The company selected GXS Freeway Entry, a standalone EDI software solution specifically designed for smaller companies that requires no technical knowledge or previous experience of EDI to install or operate. It provided Roth Audio with an EDI solution, pre-configured for different industries, including the retail sector, in one single, affordable package.

Freeway Entry supports all key EDI standards such as ANSI X12, EDIFACT and Tradacom with functionality that provides Roth Audio with one single platform capable of dealing with multiple trading partners. The company did not need to implement the different EDI systems of each customer, instead it has its own consistent process for orders, order confirmations and invoices.

Crawley remains impressed at how easily GXS Freeway was implemented and how simple it is to use. He is equally happy that his initial impression of GXS has been confirmed through a consistently high level of customer service and support. He says “In the retail industry, you are always aware that a sale is only as good as the support that follows. The support we have had from GXS has been excellent. Even though the vast majority of support calls have been user error, they are always knowledgeable, patient and helpful.”

The Future

The company is currently using GXS Freeway Entry to exchange orders and invoices with the largest UK supermarkets and independent buying groups but Crawley is sure that this will expand in the future: “The trend is for more and more large retail organisations to mandate electronic trading with their suppliers. Especially in the US, the ability to offer an EDI solution can be the difference between entering into a new trading partnership or not. We are able to respond quickly to any EDI request as we can on-board new partners quickly, and trade in a way that both they and we are happy with.”



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 400,000 businesses, including two-thirds of the Fortune 500 and 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 2,400 professionals. To learn more, see <http://www.gxs.co.uk>, read our blog at <http://www.gxsblogs.com>, follow us on Twitter at <http://twitter.com/gxs> and join us on LinkedIn at <http://www.linkedin.com/company/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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