



## What Happens When Tesco Says ‘Let’s Go’?

So, you come up with a great idea and you talk to the UK’s leading retailer, Tesco, about it. They love the idea, and immediately place two large orders. Now what? Two Fingers Brewing Company turned to GXS to help them take a crash course in electronic commerce.

Two Fingers Brewing Co. is no ordinary brewer. It was set up by a group of seven creative types from London marketing agencies whose only previous experience of the brewing process was at the product sampling end of the supply chain. They may not have known much about brewing but they all knew how to create and build a strong brand. Not just any brand though, a brand with a purpose. All profits from the sale of Two Fingers beer go to help fight prostate cancer.

Co. Founder Matt Sadler explains: “Most of us were aware of prostate cancer, either through friends or family. The figures are frightening, one in eight men in the UK contract the disease. We wanted to do something to help and establishing a beer brand seemed a great way to extend the reach of our fund raising. We could appeal to a wide cross-section of men throughout the UK.”

The company’s initial choice of beer had an eye on this broad-based appeal. Two Fingers chose to create a Golden Ale—a type of ale that was developed to appeal to younger lager drinkers as well as the traditional beer aficionado. The team selected a small local brewery to create Aurelio, its first craft beer. After two years of development—and several enjoyable tasting sessions – the beer was ready to be marketed.

Tesco was the company’s first target. As the UK’s largest supermarket chain, Tesco offered the beer a national retail channel and access to a large potential market. The team arranged a meeting with the buyer from Tesco. Sadler recalls: “The meeting went better than we could ever have expected. We would have been happy with a little initial interest and some positive feedback. But, the buyer absolutely loved the concept and the beer. She felt it was exactly the type of thing that Tesco wanted to be involved with and we received two major orders for Aurelio as a result.”

Everyone was extremely happy but then something a little worrying happened. Two Fingers received all the documentation that a new supplier needs to complete to become a trading partner with Tesco. Chief amongst these was the EDI information that Tesco required so that Two Fingers could do B2B ecommerce with them. This was unexpected as Sadler comments below.

“We had worked out our product development and supply chain processes but, to be honest, when it came to electronic commerce we didn’t know our ASN from our EDI. What exactly was an ANA number? A quick session on Google found a useful website, [www.edibasics.co.uk](http://www.edibasics.co.uk) and we realised that we were going to need help. Our research showed us that there was one real expert in this field, and so I contacted GXS.”

He continues: "From the moment the phone call to GXS was answered, I knew we were in safe hands. From the first person I spoke with to everyone I've worked with subsequently, nothing has been too much trouble. The truth is that Two Fingers aren't just a small business, we're a small business without much money to spend. Yet, I feel that this has never mattered to GXS, throughout we feel that we get the same level of attention, assistance and support that GXS gives to its large customers."

The first decision was which EDI solution would be best for their needs. It had to be simple, easy-to-use and have the required functionality to trade with Tesco initially, but also flexible enough to accommodate other retailers in the near future. With advice from GXS, Two Fingers selected GXS Freeway Entry. GXS Freeway is an affordable range of B2B e-commerce solutions that enable small and medium-sized businesses to create, send, receive, print and manage EDI documents. The simple Windows-based interface enables new users to begin using GXS Freeway quickly and easily. The system allows a cost-effective, simple exchange of electronic purchase orders, advanced shipping notices (ASNs), invoices and payments, through to complete integrated back-office solutions.

The entire process of installing the software, setting up the system, testing to ensure it worked effectively and training the Two Fingers team was completed in less than a week.

"Initially, Tesco gave us quite tight deadlines to begin delivery of our beer. GXS worked very closely with them and us to ensure we could meet the deadline. It wasn't just the excellent technical work, it was the endless patience and help to answer our many questions. GXS took something that looked daunting and complex and made it easy and straightforward for us," comments Sadler.

Two Fingers has moved to leading craft beer specialists, Hepworths & Co., for the roll out of its beers as well as building a highly experienced and effective supply chain that includes industry leaders such as Marston's and CUBE. GXS ensures that the company receives its orders from Tesco in a timely manner and can invoice the supermarket automatically.

"It's as simple as going into my mailbox and downloading the order. The system then raises and despatches the invoice and we can send the order off to be delivered to the Tesco distribution centres. We know that with GXS, this is a process we can quickly and easily replicate as we sign deals with more retailers. GXS has close relationships with all of the UK retailers, so we are confident that we have an EDI solution that supports our company to grow efficiently. The result is that we can make more sales and more of our profits can go to prostate charity," says Sadler.

The first beer from Two Fingers was officially launched in January 2014 and, with one retail deal in the bag, the company is currently looking to increase its exposure in both the on and off trade. More beers are in the pipeline and the team believes that it has a B2B ecommerce platform in place to support its business expansion plans. However successful the company is one thing is certain: when people say drink responsibly, beer lovers need look no further than Two Fingers.



#### 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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