



Suck UK

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CREATIVE GIFTS COMPANY CHOOSES NETEDI AS EDI INTEGRATION PARTNER

Suck UK is a leading British gift brand offering well designed products that are fun, exciting, unique and always executed with a sense of humour. Supplying to thousands of retailers worldwide from independent boutiques to department stores and supermarkets, Suck's fast growing success continues with the opening of their flagship stores located in London's OXO Tower and Westfield Shepherds Bush.

Design duo, Sam and Jude established Suck UK in 1999 after studying design at Central St Martins. Their reputation for mixing their sense of humour and style to create original and quirky products has earned them multi-award winning designs, bespoke projects and has made what Suck UK is today.

Business Situation

Suck UK were requested by one of their major customers to start trading electronically. Having never been asked to trade electronically via EDI, the customer recommended an EDI provider to them.

"One of our major Customers requested that we communicated via EDI. They recommended an EDI provider to us. We contacted both the recommended provider and NetEDI to get comparative quotes", stated Sam, Suck UK, Managing Director.

"NetEDI demonstrated a thorough understanding of our requirements and came in under the price we were quoted from the recommended provider", added Sam.

"We are receiving a fantastic service from NetEDI and the fact that they are an Access Technology Partner gives us great confidence that the service will grow with our needs alongside Access Dimensions", finished Sam.

Technical Situation

Suck UK were using Access Dimensions and needed an EDI solution that could integrate directly with Dimensions.

"We didn't want to cause ourselves more work, just to accommodate a major clients request to trade electronically, so we needed an EDI system that would integrate directly into Dimensions", specified Sam.

"We also had no in-house experience of EDI and were looking for an EDI provider to take care of everything for us, we are grateful that NetEDI's NeTIX service handles this for us. I would have no hesitation in recommending NetEDI to anyone looking for an EDI provider", concluded Sam.

Solution

NetEDI implemented their NeTIX Professional EDI Managed Service solution for Suck UK and integrated into Access Dimensions using both Web Services and a standard export routine from Dimensions.

NeTIX handles all the communications with external parties and translates incoming and outgoing data in the cloud. Utilising the Dimension Web Service enabled a direct connection between NeTIX and Dimension to be implemented. This means that full visibility and traceability of the Orders coming in and being integrated with Dimensions is achievable.

NeTIX can communicate with any trading partner by multiple communication protocols, leaving Suck UK to concentrate on building their business.

"I am confident that NetEDI will continue to provide us with exceptional service and support as we look to expand our EDI operations and on-board new customers onto the platform," Sam concludes.

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