



CASE STUDY:  
**SPECIALTY PET RETAILER**

## CLIENT BACKGROUND

**Our client is the largest specialty pet retailer in the United States, Canada, and Puerto Rico.**

They have more than 1,200 retail stores and employ more than 50,000 associates. Each store boasts more than 10,000 unique pet products. Our client is the leading online provider of pet supplies and pet care information.

## BUSINESS FOCUS

The company used an EDI translator to facilitate the computer-to-computer exchange of business documents between companies. To facilitate the EDI messages (PO's, PO payments, sales changes, transportation messages, etc.) our client custom built business logic into the processing of the inbound and outbound messages.

## OBSTACLES

The EDI translator our client relied on was purchased by a competing company, creating a licensing issue. As a result, our client received a six month cancellation notice requiring them to switch EDI translators. Upon successfully negotiating a six month extension, our client had an aggressive 12 month window to address the following issues:

- Selecting and implementing an EDI translator vendor
- Identifying and reconstructing of over 40 time-sensitive EDI messages
- Coordinating with over 600 vendors/suppliers
- Identifying and reimplementing - under documented business logic processes

## THE DATASOURCE SOLUTION

- Lead EDI translator vendor selection, contract negotiations, and implementation
- Reconstruct more than 40 time sensitive EDI messages
- Coordinate and launch implementation of the new EDI translator with 635 vendors, suppliers, transportation companies, and distribution centers
- Identify, document, recode, and install the business logic processes coded in the current EDI translator
- Deliver a smooth implementation of the target project while integrating and effectively communicating with other company wide projects reliant upon the success of the EDI project completion
- Develop testing and launch schedules
- Recruit, hire, and manage new staff for critical positions
- Effectively manage a \$2.4 Million budget

## VENDOR SELECTION

The first major hurdles to overcome were leading the vendor selection process and contract negotiations. After analyzing many in-house and outsourced options, Datasource selected an outsourced option as the best fit for the client's requirements. We negotiated tight service-level agreements (SLA), allowing the project to move forward with a solid framework.

## BUSINESS LOGIC

Working from limited documentation, Datasource deconstructed, documented, redesigned, and coded the business logic into the new business process in the appropriate source systems. Entering logic in to the source system for 635 vendors required effective coordination, communication, and testing before launch.

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Effective;  
coordination  
communication  
**TESTING**  
**LAUNCH**

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## EDUCATION & TRAINING

With a new EDI process, translator, and new job functions for our client's tech team, Datasource wrote new business processes for each team member, developed training materials, led training classes, and supported the tech team as the vendors went live.

## VENDOR COORDINATION

**With the support of the project sponsor and top management, Datasource established:**

- A vendor communication plan
- Vendor implementation and launch schedule
- A rigid path for vendor escalation (if needed)
- Testing protocols

Vendor communication directly impacted success of the project. Datasource drafted a letter on behalf of the VP of Supply Chain to every vendor outlining the timeline, steps, and protocol for the updates. We developed a four-cycle testing and rollout procedure for the project.

Each cycle consisted of a rigorous two-week testing process prior to launch. Datasource sourced 20 EDI savvy experts, a full-time project manager, and a full-time communications lead to assist with the implementation and professional client representation throughout the process.

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4  
cycle  
testing

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SUCCESS

## THE RESULTS:

**The Datasource Consulting solution was successful in delivering a functioning EDI translator on-time and under-budget.**

- Successful EDI translator vendor selection, contract negotiation, and installation
- Updated business logic documentation and implementation
- Smooth transition & successful launch for 635 vendors
- Recruitment and effective management of relevant project leads
- Effective management of a \$2.4 Million budget
- On-time and under-budget deployment

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## WE ARE PASSIONATE ABOUT DATA

**We are a consulting company that focuses exclusively on enterprise data management, including both strategic and implementation services. We are experts in data architecture, data integration, data quality, data governance, MDM, reporting & analytics, and program management.**

We employ the best and brightest experts in the industry. Datasource Consulting not only remains close to the latest technology and industry trends, but we also help move the needle with thought leadership in areas such as BI in the Cloud, Agile BI, and Big Data.

Empowered with a proven methodology that embraces Agile and Lean principles, Datasource Consulting knows how to make your project and program successful.

## PARTNER WITH US

Contact us to learn more about how our data integration solutions can provide your organization with access to improved information enabling leaders, to make well-informed decisions and achieve more efficient operations.