



#### PROFILE

110-year old fresh produce grower, importer and food ingredient supplier with operations in Europe and America. Supplying the major retailers and food manufacturers.

#### SOLUTION SET

GXS Trading Grid® Messaging Services

#### WHY GXS?

“GXS provided us with a service that would have been impossible to implement ourselves. Through outsourcing we have eliminated the stress of developing a compliant solution ourselves and have saved money in doing so. The EDI service has enabled us to trade more efficiently, retain trading partners and also increase customer satisfaction with our service.”

—ANDREW LYON

IT MANAGER



# J.O. Sims: Meeting Customer Demand with Electronic Trading

## Corporate Profile

J.O. Sims is a fresh produce importer, grower and food ingredient supplier. Its customers include the major retailers and all fresh produce markets and food manufacturers. Founded in 1896, the UK based company continues to develop new opportunities worldwide by importing both traditional and innovative produce to benefit suppliers and customers. The company is headquartered in the UK with offices in London and Spalding, but also has extensive agricultural land in the United States to support operations. It has successfully traded for over a century and its achievement is mainly down to its commitment to continually improve its service by working closely with its customers to meet their individual needs.

## The Business Challenge

J.O. Sims recognised that an increasing number of retailers and manufacturers in the industry were mandating all trading partners communicate electronically and therefore knew it needed to act quickly and upgrade its system for the future success of its business.

It saw the benefits that electronic trading could offer and that it would enable them to meet customer requirements and retain customers who were refusing to accept paper invoices, whilst increasing productivity and order accuracy too. J.O. Sims needed to install a system that would automatically download orders and upload invoices, but also required a system that staff could learn quickly and easily so that general day-to-day business would remain unaffected.

J.O. Sims' previous system had met the basic business requirements but due to changes in the supply chain management practices there was increased pressure to trade electronically. It saw the benefits that an EDI (Electronic Data Interchange) messaging could offer, how it would compliment its current IT system and the step was a business necessity. Developing an in-house EDI solution would be expensive and was likely to be less efficient too—by outsourcing the project it could be assured that the system would work and it would have the added security of outside support in the event of a problem.

## The Solution

J.O. Sims selected GXS' Trading Grid® Messaging Services to facilitate event driven exchange of data between business partners securely and reliably. It enables J.O. Sims to receive customer forecasts, purchase orders, payment notifications, remittance advice, sales activity reports and inventory positions electronically. In exchange, J.O. Sims can send customers forecast commitments, order acknowledgements, ship notifications and electronic invoices. GXS programs are designed for both new and

experienced EDI users and support all popular industry standards for electronic document exchange, including the UN/EDIFACT standard, popular in Europe and Asia, and the increasingly popular AS2 standard for Internet EDI.

Offering electronic trading to customers not only enables J.O. Sims to provide a better service through accurate orders and forecasting deliveries, but also prevents the loss of old and new customers who will only trade electronically. Through outsourcing its messaging processes to GXS, J.O. Sims has been able to implement a system that it would have been unable to develop in-house and due to the cost, inefficiencies and difficulty in complying with standards.

### The Result

J.O. Sims has retained the custom of a key trading partner in Dublin as a result of implementing the GXS Trading Grid Messaging Services. The customer was insisting on electronic trading and would no longer accept paper invoices, so by investing in a new system has been able to keep a valued customer and in the future will be able to provide all trading partners with a more efficient service. J.O. Sims has also improved trading with numerous customers thanks to now being able to trade with them through the EDI messaging service.

Trading electronically has reduced the amount of administrative work previously required and has increased the productivity of staff, as it allows them to concentrate on core business practices rather than ad hoc tasks. The paper costs have also been dramatically reduced due to everything being automatically downloaded and uploaded. This has also improved data order accuracy, which has increased customer satisfaction as the correct orders are delivered to the right place and at the right time and that in turn boosts customer loyalty. Delivery notifications, and update reports to inform customers on the status of their order have also pleased J.O. Sims trading partners. Overall, J.O. Sims has found its new system easier to use than its previous one and is extremely happy with the help and support that GXS has provided them with.

Andrew Lyon, IT Manager at J.O. Sims commented “GXS provided us with a service that would have been impossible to implement ourselves. Through outsourcing we have eliminated the stress of developing a compliant solution ourselves and have saved money in doing so. The EDI service has enabled us to trade more efficiently, retain trading partners and also increase customer satisfaction with our service.”



#### About GXS

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organisations worldwide, including more than 70 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimise product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS' B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally. Based in Gaithersburg, Md., GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at [www.gxs.co.uk](http://www.gxs.co.uk).

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