

Success Story share GmbH

Electronic Data Interchange with Anveo EDI Connect

A scalable EDI solution for a growing startup: Anveo and share

Doing good with everyday purchases – that’s the motto on which share was founded in 2018. Based on the “buy one-share one” principle, the Berlin-based company offers everyday products, such as bottled water, nut bars, soaps, and stationery. A matching donation is included in each product: clean water, meals, sanitation, and access to schooling. Since then, the socially responsible company has greatly expanded both their product line and team, always working to help more people in need.

Initial Situation

Completely manual order and invoice processes were the standard when the company launched, but by 2019 share was looking for a better way to support their teams and sustain their rapid growth. As a newer company, they were working in a fast-changing environment, and it was imperative to avoid mistakes and double work.

Matteo Dubini, ERP Manager at share remembers the initial situation. “In terms of order and invoice volumes, we were already consuming the finance capacities with repetitive tasks. If we wanted to grow further, we needed to focus on streamlining internal processes and work on improving the return on investment in our teams. That’s where EDI came into place.”

While they had looked at other alternatives, EDI was a well-established solution used by most of their business partners. Their team saw the chance to automate processes within their Microsoft Dynamics Business Central Online system.

share at a glance

Year of Foundation: 2018

Industry: Consumer goods

Employees: over 100

Headquarters: Berlin, Germany

Project start with Anveo EDI Connect:
End of February 2020

Data format: EDIFACT

First go-live with Anveo:
Mid-May 2020

Data transmissions per month:
Approx. 3000 transmissions per month,
with an expected 4-5000 transmissions
in 2023

Website: www.share.eu/en

Requirements and Decision Making

Share was looking for an EDI solution that could support them locally, to avoid misunderstandings and delays in the project. But even more importantly, they wanted a solution that offered the following:

- **100% Microsoft Dynamics Business Central Online integrated**
- comprehensive EDI solution that can **grow along with the company** and is suitable for both current and future requirements
- **individually customizable** to the share business processes
- **good usability** for all teams
- showed **expertise** with both **EDI** and **specific requirements for startups**
- **transparent and flexible costs**

With their growing business, a fast implementation was necessary, while still preserving a high-service level for their customers.

Project Implementation and Results

The initial contact was made between share and Anveo in November of 2019. However, the startup decided to first expand their IT team and solidify internal structures and processes before the project kick-off in February 2020.

Matteo discussed the clear division of labor in the project, which helped everyone stay on a reasonable timeline. Anveo was responsible for the installation and configuration of the EDI Connect module in Business Central Online, handling all the mappings and setup, as well as the unit testing phase, whereas the test for integration, multifunctional, and user acceptance were done by share directly. They wanted to ensure that they understood the solution and were happy with everything before go-live.

The original project was to connect share's two largest customers, using **EDIFACT messages** to implement **incoming sales orders and outgoing invoices**. The go-live dates were staggered, with the first partner going live in Mid-May, and the second in Mid-June. Shortly after this, the decision was made to also integrate one of their 3PL warehouses, adding several new messages, including **deliveries, picking and packing, and inventory reports**.

When the first KPIs and details became available, one major point was easily visible: there had been a drastic reduction in errors on all incoming processes. Overall, this led to a reduction in errors across the company, as each process built on each other: from order creation to processing, to shipment and invoicing. The decision was then made to integrate further customers.



"Anveo showed that they had absolute experience and expertise, understanding the share business as a startup. They understood that we wanted to move quickly and preserve a high level of service, and they saw the potential of our growing company."

Matteo Dubini

ERP Manager, share

Summary

Due to the optimized processes in supply chain, logistics, and finance, share can focus more on their core business as it continues to expand. Matteo concludes that there are still further customers and suppliers that they would like to integrate, as well as additional EDI messages for current exchange partners. His team is looking to make these processes fully EDI capable, and to continue to let the solution grow with the organization.

About Anveo

Anveo offers powerful extensions for Microsoft Dynamics 365 Business Central and Dynamics NAV: [Anveo EDI Connect](#) delivers a comprehensive, unique solution for data exchange with and within Microsoft Dynamics. The 100% offline-capable [Anveo Mobile App](#) is the perfect tool for sales reps, service technicians, or delivery drivers, and can also be customized for any other deployment scenario. All Anveo Add-ons are fully integrated in Dynamics and enable a self-sustaining handling and configuration. They are compatible with Dynamics NAV 2009 R2 up to the current version of Business Central.

Do you have any questions about this project?



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