



# DVF Leverages EDI to Continue Expansion to eCommerce - Case Study



## Their Challenge

DVF needed to upgrade their ERP system to Microsoft Dynamics AX and needed an EDI system to support their processes which were already in place. Seamless integration with AX and ease of use were key requirements for their new EDI system. They chose Vantage Point EDI, Certified for Dynamics AX, which made EDI simple for them and will help them grow as their eCommerce business grows.

## EDI Makes Fashion Accessible to the Masses

**More and more retailers are making the transition from traditional brick-and-mortar retail storefronts to eCommerce and enhanced shopper experiences.** From the smallest shops to highly-recognizable major brands, “armchair shopping” from the comfort of your own home has become the fashionable thing to do. It has also become a competitive mandate.

The customer-facing side of eCommerce is all about making it easy and fun for consumers to see, compare, select, and purchase the products they seek. In the fashion world, this includes incredible photography and videography designed to create a lifestyle image that shoppers crave. But the supplier-side of the process involves complex systems working in unison to get orders processed, packaged and shipped on time.

## Behind the Scenes It's All About the Orders!

When a customer finds the dress of her dreams or the perfect outfit and clicks the button to make their purchase, that's when the real work begins behind the scenes. In earlier times many sellers received “web-orders” via email which they then manually entered into their ERP systems for order entry and fulfillment.

Today every manual step erodes the competitive opportunity, introducing delay into a process that customers expect to flow quickly and smoothly. As volumes increase, it becomes impossible to continue including manual processes. Everything from order entry to warehouse transmittal to customer shipment, invoicing, and collection of payment must be completely automated if the seller's eCommerce initiatives are to be successful.

## Leveraging EDI

Many leading wholesalers are realizing this, and some are engaging in completely new and separate systems for their eCommerce operations rather than trying to force them into existing ERP and related systems.

DVF, founded in 1972 by the legendary Diane VonFurstenberg, has a global distribution network in over 55 countries and 1500 points of sale including 148 DVF owned and partnered stores throughout North and South America, Europe, the Middle East and Asia Pacific. Her website refers to their brand as “a woman’s best friend,” explaining that it is “the brand she turns to for glamour and confidence, to be the woman she wants to be.” DVF is a global luxury lifestyle brand and one of the premier names in American fashion. Renowned for its iconic wrap dress and signature prints, DVF has expanded to a full collection of ready-to-wear clothing and accessories.

Rather than attempt to expand upon their existing ERP platform which currently supports those 1500 global points of sale, DVF chose to build a completely new platform using Microsoft Dynamics AX for order processing. To achieve the level of automation they’d need to be successful, they also leveraged the most highly reputable EDI software in the industry, Vantage Point EDI from Data Masons.

“It’s our middleware for transmitting and receiving documents with our trading partners,” explains DVF EDI Business Analyst Josie Edouard. “eCommerce orders are communicated directly to AX which uses Vantage Point to transmit those orders to DVF warehouses for processing and fulfillment.”

Edouard is pleased to report a bare minimum of human intervention across their system. “Usually, people only get involved when there’s an error somewhere along the line.”

eCommerce volume is still considerably smaller than their traditional wholesale business, but Edouard sees it growing. This makes her glad that DVF is using Vantage Point.

“I find Vantage Point to be extremely easy to use, very user friendly,” she explains. “It’s easy for me to maneuver, especially when troubleshooting problem orders.”

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- Josie Edouard, EDI Business Analyst, DVF



As their eCommerce volume grows, DVF will need Dynamics AX to interact not only with their own warehouses but with their trading-partner suppliers as well. **Thanks to Vantage Point’s extensive library of over 6,000 trading-partner profiles, they’ll have no problem supporting these requirements.**



## Scale and Diversity

As their eCommerce volume grows, DVF will need their Dynamics AX ERP to interact not only with their own warehouses but with their trading-partner suppliers as well. Thanks to Vantage Point's extensive library of over 6,000 trading-partner profiles, they'll have no problem supporting the requirements of each and scaling their operations to keep pace with ever-increasing volume.

## Keeping Things Running Smoothly

Josie Edouard is quick to point out the importance of support in an EDI environment where trading-partner requirements are richly varied, and problems meeting those requirements must be resolved instantly to avoid any delay. "The Data Masons support team has supported us whenever we've needed it," emphasizes Edouard. "We have no complaints there!"

## EDI Made Simple

EDI is all we do at Data Masons. Embedded EDI providers are often programming companies that work on many different projects other than EDI, which can cause them to lose focus. We're solely focused on EDI.

The nature of using EDI to process transactions requires the flexibility to move and adjust quickly. If a customer cannot move fast enough, this can result in significant chargebacks for non-compliance. With Vantage Point, adjusting the configuration of the solution takes a fraction of the time it takes to program new code, which allows customers to be quick and responsive.

For more information about how to put Vantage Point EDI to work making EDI simple in your company, [contact us](#) at [datamasons.com](http://datamasons.com) and learn more about EDI and ERP integration in our [executive briefs](#).



Read the Data Masons' Executive Brief, "[EDI Made Simple® - A New Approach](#)" for more information on EDI integration without customization.