



SPS COMMERCE

CASE STUDY



CHOCOLATIER FINDS A SWEET SPOT

APROMO TRADING
SYDNEY, AUSTRALIA

After outgrowing a prior business system, Apramo Trading is poised for swift growth and scalability with a multi-year transformation that touches on every part of the business. The combined power of SapphireOne and full-service EDI from SPS Commerce, Inc. is driving the solution, which Apramo considers central to its business plan.

Established in Sydney in 1988, Apramo Trading provides European ingredients and semi-finished products to premium Australian chocolate manufacturers and patisseries, and packaged chocolate and confectionery to high-end food retailers.

AT A GLANCE



THE INTERVIEWEE

Thierry Scherer
General Manager
Apramo Trading



THE CHALLENGE

After outgrowing legacy systems, the company needed a new EDI solution to scale with its growth.



THE SOLUTION

SapphireOne and SPS Commerce Fulfilment (EDI)



THE RESULTS

Measurable gains in time efficiency, accuracy and inventory visibility across trading partners



MIGRATING TO FULL-SERVICE EDI TO SUPPORT A GROWING BUSINESS

Australian chocolate and fine-food specialist Apramo Trading Pty Ltd imports two shipping containers and sundry plane shipments per week, and processes approximately 150 orders per day. After outgrowing a prior business system, Apramo wanted a solution that would scale with growth, and allow the company to focus on its core competencies rather than on managing day-to-day EDI tasks.

In addition to standard logistic, account and inventory management functionality, the future system would need to deliver real-time item-level visibility throughout the supply chain, adapt to the evolving Australian labelling regulatory framework, and deliver documentation required for compliance with food safety certification HACCP.

In 2019 Drakes built a new distribution center and deployed and/or modified eleven systems, including EDI.



SAPPHIREONE EDI INTEGRATION WITH SPS WAS THE BEST-FIT SOLUTION

To support its goals, Apromo Trading chose SapphireOne along with SPS Commerce Fulfillment (EDI). SPS Fulfillment is a full-service EDI solution that automates the exchange of orders, invoices, shipping documents and more – directly within SapphireOne.

Apromo Trading general manager Thierry Scherer said that the transformation was expected to produce a quantum leap in efficiency and growth without increasing variable costs. “Our goal is to automate as many processes and functions as possible, to free our team to focus on core strategic opportunities,” said Mr. Scherer.

“We’ve recently seen our average customer order volume increase, as well as the complexity of each order. We have approximately ten-times more line items on each order, drawing from an expanding number of products and fulfilment centres, going to a greater number of delivery addresses, with more sophisticated delivery instructions – all required faster than ever to meet the ‘just in time’ fulfilment model,” said Mr. Scherer. “And we have further expansion firmly on the radar. Without automating these transactional functions, we would need to add more reactive people to handle the work. We chose instead to adopt modern supply chain automation to effectively eliminate duplication errors, with SapphireOne and SPS Commerce. Now instead of adding data entry staff, we’re retasking the existing team almost exclusively to proactive business growth efforts.”



“SapphireOne with SPS Commerce delivers the functionality and scalability we need, with real-time help from local experts when we need it. Anything less was a deal-breaker for us.”

Thierry Scherer
General Manager
Apromo Trading





“SapphireOne and SPS Commerce were on standby and highly responsive to our service calls.”

Thierry Scherer
General Manager
Aprimo Trading



APROMO TRADING EDI AND ERP TRANSFORMATION DELIVERS GAINS

Because SPS Commerce operates a retail network rather than replicating potentially hundreds of point-to-point retailer-supplier connections, the company can proactively maintain retailer connections on behalf of clients in a fraction of the time required by conventional systems.

Mr. Scherer said that the transformation delivered considerable gains, with time efficiency, accuracy, and visibility improvements since business system migration. Aprimo Trading approached the system migration through a strong testing regime with the two technologies.

“SapphireOne and SPS Commerce were on standby and highly responsive to our service calls. Nobody expects a major system migration to proceed without issues – the important thing is they be resolved quickly and transparently. SapphireOne and SPS Commerce did just that, working together seamlessly to ensure Aprimo Trading moved to production on schedule,” said Mr. Scherer. This validated Aprimo’s strategic decision to work with business solution providers that operate and support from within the same time zone.

“We’ve heard too many horror stories of companies entirely breaking down trying to work with systems based in America or Europe,” said Mr. Scherer. “SapphireOne with SPS Commerce delivers us the functionality and scalability we need, with real-time help from local experts when we need it. Anything less was a deal-breaker for us.”
notice data, they are now able to reconcile the majority of orders automatically.

Want to learn more? Visit our [website](#) or call us at 866-245-8100.



SPS COMMERCE

SPS Commerce powers over 350,000 trading partnerships between retailers, distributors, grocers, suppliers and 3PLs.