



RADICI USA: HOW TO INTERWEAVE RELATIONSHIPS THROUGH EDI

RADICI USA, fine Italian rugs and carpets

RADICI USA Inc., subsidiary of the internationally renowned Italian company Radici Pietro Industries & Brand SpA, has brought to the **United States** over 60 years of Italian tradition and experience in the **textile floor coverings**. Operating since 1995, the company finishes and distributes in the North American market a wide variety of rugs, fitted carpets and floor mats for automotive.

BRANCH

Floor covering.

PROBLEM

Integration with e-commerce websites in the US market.



REQUEST

RADICI's major customers are **distributors** in the **retail sector**, in particular **e-commerce** websites. When they raised the need to automate information flows with partners, RADICI searched for a solution to **receive orders, send order confirmations, invoices and delivery notes** in electronic format. It is very important that the solution also automatically feeds the **inventory of the products** available, as well as updates **online price lists and catalogs**.



SOLUTION

Using the **EDI service D/cct**, the data coming from RADICI's ERP are **translated in the x12 format**, typical of the US market, and sent to all business partners. As regards logistics data, **D/cct joins, processes and translates the information coming from the two different ERP systems, and sends to the e-commerce website a single element**, a tracking number relative to the purchased product, always ensuring a precise and punctual service.



BENEFITS

Today RADICI USA successfully exchanges almost 60 thousand documents yearly with the most important American e-commerce websites. Among the benefits: the possibility to **maintain the relationships with key customers** in the US, but also to **create new relations** with other customers with the same prerequisites. Furthermore, it was possible to **improve internal processes** and as a consequence increase the **efficiency** of their management.