



# NORTHLAND FULFILLMENT

## KEY FOCUS FOR THIS PROJECT

EDI Order Management



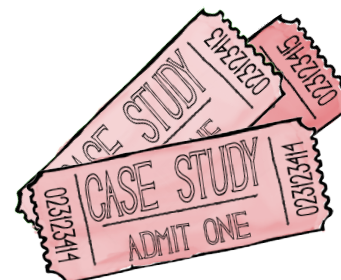
## ABOUT OUR CUSTOMER

Northland Fulfillment is a warehousing and distribution service provider located in Toronto, Ontario. The company was born out of the infomercial business in 2000 and today it offers a one-stop-shop for its direct response and retail lines of business. The company has grown tremendously and continues to meet the demands of customers who rely on Northland to deliver products fast and efficiently.

## THE ISSUES TO RESOLVE

In the retail industry, EDI is the required method of communication and being EDI compliant is a stringent requirement for suppliers and their 3PL partners. As a warehousing and distribution service provider, Northland Fulfillment needed to be able to accept orders and ship those orders to consumers across North America.

With EDI being so complex, it requires a disproportionate amount of resources for businesses such as Northland to support. They would rather not invest the time and expense in EDI when there are less expensive alternatives like Integral Group.





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### THE INTEGRAL GROUP SOLUTION

We provide Northland with a 100% outsourced service to handle the EDI requirements for their retail industry suppliers.

Northland uses Avalon, our order management system, to receive orders on their customers' behalf and create shipments, invoices, and ASNs that are EDI compliant. Avalon also produces industry compliant UCC128 labels that Northland prints and affixes to the cartons.

Avalon is also fully integrated with Northland's in-house developed warehouse management system.

- Avalon handles all EDI activity
- Full integration of EDI 940 / 945 with Northland's WMS
- Less time wasted on managing EDI
- More time available to support direct response customers

“Our customers don't want to be in the warehouse business and we don't want to be in the EDI business. We leave EDI to the experts at Integral Group.”

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Doug Nicol, Co-Owner  
Northland Fulfillment