



The Global Language of Business

Bundaberg & EDIS tech Case Study

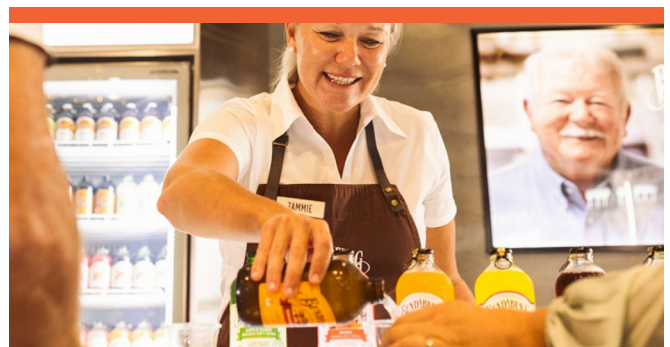
Company Profile

Founded in Bundaberg, Queensland, in 1968, Bundaberg Brewed Drinks has quickly developed into an Australian favourite, headlined by their iconic Ginger Beer. World-renowned for their unique seven-day brewing process, Bundaberg Brewed Drinks has built their reputation on quality and authenticity, sticking to their core values and exceeding customer needs. Today, Bundaberg's wide range of brews is enjoyed in over 60 countries across the globe.



Challenge

Bundaberg Brewed Drinks were significantly impacted by inefficiencies in their day-to-day operations due to time-consuming and error-prone processes. These processes, almost always manual, related to customer invoicing and ordering systems, which were becoming increasingly sophisticated. Each customer seemed to have a different system, portal, or nuance, and as Bundaberg expanded into more markets, these became impossible to keep on top of. In addition to the inefficiencies caused by manual data entry and errors, some customers would charge fees for every invoice that didn't meet their requirements, with some even refusing to do business with them at all.



"It felt like a no-brainer due to their experience and existing templates. We just had that knowledge and trust with EDIS tech, given who they'd worked with before. They mentioned how good the team was to work with, and we certainly found that."



Paul Fox
IT Operations Manager
Bundaberg Brewed Drinks

CONNECT TO SUCCESS



90%

Eliminated manual data entry

35%

Reduced errors

61%

Sped up supply chain processes

The Solution

After realising that change was required, Bundaberg Brewed Drinks started their research, and everything they learnt led to one clear solution: the implementation of EDI technology. As they engaged in this process, Bundaberg chose EDISTech as their EDI provider, leveraging their expertise and existing templates to quickly and confidently move through the implementation process, with weekly meetings ensuring a smooth onboarding.

Results and Benefits

The partnership with EDISTech has contributed to key performance improvements for Bundaberg Brewed Drinks, including:

- **Streamlined Operations:** The EDI technology has eliminated 90% of manual data entry and consolidated customer-specific portals. This has led to a 35% reduction in errors and sped up supply chain processes by a staggering 61%.
- **Cost Savings and Improved Cash Flow:** By avoiding penalties for non-compliance and improving day-to-day efficiencies, Bundaberg has significantly reduced its operational expenditure. Additionally, more optimal supply chain processes mean more invoices are sent day-to-day, positively impacting their cash flow.
- **Global Reach:** EDI solutions have given Bundaberg the ability and confidence to seamlessly conduct business with international customers, increasing their global reach.

A Continued Partnership

But Bundaberg Brewed Drinks isn't stopping there. After the success of the EDI implementation, Bundaberg is gearing up to implement Advanced Shipping Notices (ASNs) via direct ERP integration, saving time and ensuring data accuracy.

For Bundaberg Brewed Drinks, partnering with EDISTech has helped align their operations with their core value: meeting customer needs. EDISTech's support has helped position them for continued growth in a competitive market.

About EDISTech

EDISTech provides secure, cost-effective EDI solutions tailored to businesses of all sizes, ensuring rapid deployment and seamless integration. Since 1985, they have delivered scalable services to companies across Australia and New Zealand. Their cutting-edge technology, backed by expert support, offers reliable, efficient solutions for peace of mind.

Contact Information

www.gs1au.org/partners/solution-providers/associate-alliance-partner/edistech

"We're a family-owned business with over 50 years of tradition, and one of our core values is meeting our customers' needs. EDISTech's knowledge and support have been invaluable in helping us achieve that."



Paul Fox
IT Operations Manager
Bundaberg Brewed Drinks

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