

Case Study – eTransit for Microsoft Dynamics GP®



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Company Profile

Primo Water is the only national brand of purified and mineral enhanced bottled water exclusively available through a retail exchange program, making it simple, easy and convenient for consumers to live a healthier lifestyle. The company uses a national network of bottlers and distributors to provide retailers with high quality, consistent tasting bottled water for water coolers.

Primo Water is available in three and five gallon bottles, each with an easy-carry handle and no-spill seal. The Primo Water advantage extends beyond the body to the environment, as the Primo Water Corporation will reuse or recycle all empty bottles exchanged for full ones at its displays.

- **Aggressive launch of business line.**
- **Speed to market of utmost importance.**

- **System disparity**
- **Field personnel disconnected from inventory information**
- **Redundancy of admin personnel**

Business Situation

Primo Water Corporation aggressively launched into the bottled water market in 2005, offering high quality water through a retail exchange program. They faced tremendous initial demand in this market. Primo was in need of systems infrastructure that would allow them to capitalize on this opportunity by connecting distributors and end users with central warehouse management and financial operations.

Technical Situation

Primo Water Corporation had three main disparate systems to run their business:

- 1) **Microsoft Dynamics GP for financial and distribution management**
- 2) **Handheld devices for delivery route users**
- 3) **A proprietary intranet portal for distributors**

In order to give their distributors and route drivers real-time visibility into inventory information and consistently maintain accurate financials, it was essential that Primo connect these three systems in a real-time manner. Their choices were either hire multiple administrative personnel to constantly re-key information between these systems, or integrate them. The choice was simple.

eTransit for Microsoft Dynamics GP

- **Low-Cost**
- **High-Velocity Implementation**

“The impact of having eTransit in place has been tremendous.”

- **More than \$70,000/year in hard dollar admin savings**
- **Exponential scalability**
- **Real-time field personnel visibility to inventory**

Solution

To solve their data disparity issues, Primo Water Corporation knew they must implement some sort of integration software or custom solution. Through their business partner, InterDyn – Artis, Primo found *eTransit*, which allows database-to-database integration between outside data sources and Microsoft Dynamics GP. After evaluating other more costly enterprise integration software and ground-up custom development as potential solutions, Primo Water Corporation moved forward with purchasing and implementing *eTransit* for Dynamics GP. **Mick Gunter, Primo Water Corporation Vice President of Operations, “To integrate or not to integrate really was no question. We had to integrate, and when we found the cost-effective solution of eTransit, we knew that was the way to go.”** Together with InterDyn – Artis, Primo Water Corporation successfully connected their route drivers’ handhelds and distributor portal with Microsoft Dynamics GP for inventory transactions, inventory adjustments, purchase order receipts, sales invoices and sales holds.

Benefits

Primo Water Corporation immediately experienced the benefits of their integrated business solution. In addition to hard dollar cost savings, including over \$70,000 in eliminated administrative expense during the first year, the *eTransit* solution allows Primo to exponentially scale their transaction volume without adding overhead in 2006 and beyond.

Primo also realized tremendous benefits from data accuracy and timeliness. With real-time visibility into sales, financial and inventory data, Primo executives and decision makers can now quickly capitalize on trends and prevent potential lost sales due to inventory shortages. Gunter states, ***“The instant visibility provides universal access to information from our supply chain & procurement staff, to our disparate distributors to our call center personnel.”***

- Executive visibility into sales demand and market trends
- Elimination of data inconsistencies among disparate systems

Additionally, this system integration was crucial to Primo's ability to scale to meet customer demand and gain an edge over their competitors. In the words of **Doug Fullerton, Primo Water Corporation Chief Financial Officer**, *"The impact of having eTransit in place has been tremendous. By implementing eTransit, we were able to achieve our desired system integration goals in a short period of time for a very cost-effective price tag. These two aspects, cost and speed of implementation, were crucial for us to retain the competitive edge we have in the bottled water market."*

Products and Services

- eTransit for Microsoft Dynamics GP
- Microsoft Dynamics GP
- Microsoft SQL Server 2000
- Microsoft Windows Server 2003
- InterDyn – Artis implementation services

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, visit: www.microsoft.com

For more information about eTransit call (704) 846-6750 or visit the Web at www.etransitintegrations.com

For more information about Primo Water visit the Web at www.primowater.com.