



The Art of Building National Trading Partner Relationships

How Streamcore assisted Art in Motion to become one of the World's Largest Suppliers of Fine Art Products Through EDI & Fulfillment Compliance

Solution Challenges

- EDI Compliance Standards
- Tight Operational Integration
- UPC, UCC-128 Labeling

Art in Motion is one of the world's largest wholesalers/distributors of fine art reproductions for the home décor and hospitality industries. Since 1985, the company has been licensing art images to manufacturers for use on products ranging from stationery to textiles. In addition, the company also assembles final products for sale to distributors and national retailers.

Part of Art in Motion's successful strategy is owed to Streamcore Technologies Inc., a supply chain management systems integrator from Vancouver, BC. Streamcore partnered with Art in Motion in 1996 when they were less than 50 employees. By that point, Art in Motion's executives had made a strategic decision to conform to the strict requirements of national retail trading partners, as a means to gain a solid share of the large North American home décor market.

One of the many requirements faced by Art in Motion was to exchange all business documents via Electronic Data Interchange (EDI). Complying with these exacting standards is a crucial prerequisite for manufacturers and wholesalers to do business with national retailers such as Sears and Linens & Things. However, "these standards aren't just a technology," says Tony Mahli, MIS Director for Art in Motion, "it's a business *and* a marketing strategy...a way to grow our business."

Streamcore chose to stage the implementation of various solutions at Art in Motion to provide for efficient and 'clean' data to support EDI while delivering immediate operational deliverables. As a first step, Streamcore implemented bar coding technology for producing retailer-specific, 'floor-ready' price tickets as well as UCC-128 Shipping Carton labels. These labels were produced by TEC industrial bar code label printers and *MJD's PBT Pro*, a bar coding engine that integrates with *ACCPAC* accounting and inventory software – used by Art in Motion at the time. Streamcore also installed *MJD's Pic&Pac* solution that enabled pickers, via bar code scanning, to validate items and quantities, record carton details and dynamically produce shipping carton labels.

Lastly, Streamcore implemented *Pro EDI* software, an *ACCPAC* compatible EDI engine that translates electronic business documents between trading partners. With bar coding in place and printers pumping out shipping labels as well as price tickets, Art in Motion was ready to start adding national trading partners.

Streamcore supported Art in Motion with all of their bar coding, fulfillment and EDI needs over 6 years. During that time, Streamcore managed the addition and support of 11 national trading partners.

After six years of tremendous growth, Art in Motion switched to a *JD Edwards* ERP system – a big league enterprise system. Streamcore was selected to exclusively implement and support their new *Sterling Commerce Gentran: Server Windows*, an industrial EDI engine. Streamcore and Art in Motion successfully faced the challenge of converting all of the existing Trading Partners to the new platform while not missing a beat in the day-to-day production.

Of special interest in this new implementation, Streamcore translated those documents that did not directly integrate with JD Edwards into XML documents, transformed via XSL style sheets into HTML. This enabled Art in Motion employees to act upon trading partner messages viewed through the company's intranet. This was important to Art in Motion as the volume of documents did not favor paper reports and the XML documents provided a natural archive format.

Streamcore Results

- ✓ Assisted company growth from 50 to 700+ employees
- ✓ Implemented 11+ National Retail Partners
- ✓ Integrated UPC & UCC Labels and Price Tickets
- ✓ Translated EDI 'non-integrated' documents to XML/HTML for user intranet

"We hired Streamcore for its expertise and experience in EDI to help us meet our growth objectives," says Mahli. "Without EDI and Streamcore we wouldn't be able to conduct business with our trading partners." Currently, Streamcore focuses on supporting Art in Motion's EDI initiatives and is implementing five additional trading partners.

Today, Art in Motion employs over 700 employees, sells in over 72 countries and is successfully growing its market share within North America's largest national retailers.

Products used in this case study

Software:

*MJD PBT Pro and Pic&Pac for ACCPAC
Sterling Commerce Gentran: Server Windows*

Hardware:

*Symbol PDT 6800 Series
Symbol PDT 6100 Series
TEC Industrial Bar Code Printers*
