

## RedTail Solutions Managed EDI Service Helps Wiley X Eyewear Manage Explosive Growth



CASE STUDY



### Customer

Wiley X Eyewear  
Livermore, CA  
www.wileyx.com

### Industry

Protective eyewear & garments

#### Challenge

Existing EDI did not interface with business software; order information had to be manually entered twice, resulting in frequent errors

#### Solution

RedTail Solutions Managed EDI Service, fully integrated with ERP and data warehouse tool

#### Results

Data entry tasks reduced from 16 to 3 hours a day; RedTail's EDI solution paid for itself within 4 months; accuracy now 100%

*"RedTail...consistently delivers a great product, great technical support, and great value. You can't beat that."*

JOHN BARRETT  
WILEY X EYEWEAR

### About Wiley X Eyewear

Two decades ago, start-up Wiley X Eyewear entered an almost nonexistent niche—safety glasses and goggles. Approached by the FBI to develop shooting glasses, the company soon found itself making protective eyewear for the U.S. military. Business mushroomed after September 11, 2001, when American troops were mandated to use protective eyewear. Wiley X has sold more than two million units for Operations Enduring and Iraqi Freedom to date.

Wiley X now sets the benchmarks for safety, style and utility, with all of its eyewear products meeting or exceeding ANSI requirements for high-velocity impact and/or military ballistic impact. Most of its eyewear can be fitted with prescription lenses. Its products, including a new line of tactical gloves, are also popular among weekend warriors for shooting, motorcycle, ATV, biking, skiing and other outdoor sports.

### An Easier EDI

Since Wiley X sells primarily to very large retailers, such as exchanges on military bases, it has relied on electronic data interchange (EDI) technology for many years. The system it had been using, however, did not integrate with the company's ERP accounting solution. That meant that its 600+ orders per week had to be manually entered into its systems twice, a task that required two full-time employees.

John Barrett, COO, knew there had to be a better solution. He went to an ERP trade show to research third-party EDIs. "After kicking the tires of various manufacturers, I was most impressed with RedTail Solutions® EDI. The first reason was their pricing structure. Others charged separately for transaction, VAN, licensing and annual fees, which was very confusing. RedTail bundled them all together. I liked the simplicity."

### Better Business Model

"Furthermore, when I calculated the total cost of ownership, RedTail came in about 20 percent lower than everyone else. This was despite the fact that their transaction fees seemed higher. Being a finance sort of guy, I could tell the difference between short-term gain and long-term value," he continues.

But it was RedTail's unique business model that clinched the deal for Barrett. "RedTail is a hosting hybrid," Barrett explains. "Although the EDI software resides on our system, all document mapping is done at their end. If anything goes wrong, it's their problem, not mine." >>

**"Order accuracy is now 100 percent, because we have eliminated the human factor."**

**John Barrett  
Wiley X Eyewear**



## Seamless System

Wiley X's RedTail Managed EDI Services has automated all interfaces with its ERP business solution. EDI orders arrive at RedTail, where they generate a functional acknowledgement for the customer. "Our customers have very stringent requirements for timely order confirmation," notes Barrett. "With RedTail handling the replies, we never worry."

Then RedTail transmits purchase orders to Wiley X, where they can be downloaded using a single icon. Because they are already formatted for ERP, they are read by the financial software without human intervention.

"A similar process occurs with invoices and advance shipping notices," notes Barrett. "The invoice is the final document we exchange with RedTail. You click once or twice, and everything just happens. It's beautiful."

## Brilliant Benefits

"Order accuracy is now 100 percent, because we have eliminated the human factor," says Barrett. "RedTail's Managed EDI Services reduced data-entry tasks that once required 16 work hours a day down to just three. And the new EDI has made it possible for Wiley X to double its EDI volume by adding several huge new customers. The solution easily paid for itself within four months."

Speed and reliability have improved, too. "Our system really hums. And it has never crashed, probably because the RedTail EDI solution has such a clean design. In the rare event that a technical issue crops up, RedTail resolves it immediately, so our customers don't experience any impact," Barrett says.

## Unbeatable Service

He also appreciates RedTail's service offerings. "I've spent over a hundred hours setting up a single EDI customer in the past. But with RedTail, they'll do all the work for us. They're already experts in both EDI and Sage Accpac technology, and are able to quickly tweak their maps to accommodate our needs."

Barrett gives RedTail an unqualified endorsement. "I've been in the software business for a long time, and have found that almost all vendors fall short. Inevitably, there's something you dislike, so you end up choosing the vendor you dislike the least. This has not been the case with RedTail, who consistently delivers a great product, great technical support, and a great value. You can't beat that."



RedTail Solutions, Inc.  
69 Milk Street, Suite 100, Westborough, MA 01581  
866-764-7601 | 508-983-1900  
info@redtailsolutions.com  
www.redtailsolutions.com