



## Solution Snapshot

**Industry:**  
Retail

**Challenge:**  
Navarre has 80 trading partners (both retailers and distributors) that depend on them for easy and timely information exchange

**Solution:**  
TrustedLink™ iSeries  
Inovis' Value-Added Network (VAN)

## Case Study

### The situation

Where can you go online to pick up the latest releases and old favorites in interactive and educational gaming, DVDs, movies and software? Navarre.com, of course! Since 1983, Navarre has provided distribution and related services to over 11,000 retail locations throughout North America for all facets of home entertainment. The company provides value-added services, such as inventory management, to its business partners. Its B2B e-commerce site enables retailers, large and small, the ability to initiate web-based orders and subsequent fulfillment to their retail location or delivered to their customers' home. Navarre has built a broad base of partnerships with leading retailers such as CompUSA, Best Buy, Sam's Club, Circuit City and Costco, as well as content developers including Microsoft, Apple, Symantec and independent record labels such as Cleopatra and Riviera Entertainment.

### The business challenge

As a customer-driven enterprise, Navarre has 80 trading partners (both retailers and distributors) that depend on them for easy and timely information exchange. In early 2002, Ken Persing, Electronic Commerce Manager for Navarre, was unhappy with his current EDI solution and decided to seek a replacement.

After a simple Google search for EDI-INT, Persing came across the Inovis website ([www.inovis.com](http://www.inovis.com)) and decided to investigate. Inovis' BizManager™ BizConnect™ impressed Persing with its tracking capabilities, attractive pricing and intuitive web interface, and he immediately recommended BizConnect as the replacement for the company's existing Internet EDI solution.

### A complete solution

"Navarre selected Inovis' BizConnect based on the product demo and the pricing schemes. The product is outstanding. We are using BizConnect to replace a similar product due to better value and functionality. BizConnect has enabled us to have much greater visibility into document flow-through, which was a strong selling point," Persing said. "In addition, several of our major customers like Wal-Mart (Sam's Club), Best Buy and CompUSA wanted us to have a solution like BizConnect."

Another key aspect of BizConnect is that it can transact business easily with Microsoft BizTalk right out of the box. There are two key transactions that Navarre sends to Microsoft through BizConnect. The first is an inventory report that tells Microsoft several pieces of information (quantity on hand, quantity on order, etc.) about each Microsoft item that Navarre has active within their system. The second file is a sell through report that shows Microsoft which items were sold in the previous week and which reseller purchased them.

For processing, the data is pulled from Navarre's mainframe, converted to XML or EDI using a translator and then given to BizConnect for transmitting directly to the partner or a VAN."

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Ken Persing  
Electronic Commerce  
Manager, Navarre

## Easy implementation and great value

The BizConnect implementation process went very smoothly. Persing installed the BizConnect software himself, then completed the process via telephone with the Professional Services department in order to make additional customizations and set up the first trading partner connection. The whole process took only a couple of hours—something that can take days for other solutions. In terms of value, Persing said, “BizConnect is extremely affordable and a bargain for what it can do. I absolutely feel like I got my money's worth with BizConnect.”

## BizConnect enables efficient communication

Navarre is running EDI-INT with AS1 and AS2, and BizConnect's extensive capabilities have gone above and beyond what Persing expected from the solution. Navarre is running all communications through BizConnect—VANs, customers, interfacing through FTP on a directory monitor, etc. Persing says, “I never thought a single solution would be able to meet all of our varied communication needs and provide tracking on top of that. Fortunately, BizConnect proved me wrong.”

In terms of data, Navarre is doing almost 100 percent EDI through BizConnect. The company is running most of its communications through FTP. Customers come to the Navarre FTP site and drop off files, which are detected, picked up, processed and sent to the translator. Navarre has direct FTP going to a few trading partners, the two VANs it deals with as well as to directory monitors. On the customer side, Navarre receives purchase orders and sends out invoices, purchase order acknowledgements and advance ship notices. On the buyer side, Navarre sends out purchase orders, inventory reports and sales reports.

## Navarre looks toward the future

Navarre's long-term goal is to replace their translator. In preparation, isolating communications and funneling all trading partner data exchange through BizConnect will make replacing the translator much easier because the communication side is settled. In closing, Persing says, “BizConnect does the same thing for me that the previous product did—it just does it better. Additionally, it has other capabilities that I didn't expect. I would say to anyone who is looking at switching their company's EDI connectivity software or purchasing it for the first time, that BizConnect is definitely worth looking at, and I highly recommend it. It is a viable solution that exceeded my expectations. What makes me the happiest is that it runs, and I never hear anything from it. That's the way it should be.”

## What Is BizConnect?

BizConnect is the optimal solution for stable, secure data exchange with a limited number of supply chain partners. BizConnect leverages the Internet to reduce the high cost of Value-Added Network (VAN) fees and labor-intensive paper processes—delivering immediate returns.

BizConnect provides all the functionality needed to securely exchange data with any trading partner who is using a certified third-party solution, BizConnect or BizManager BizLink. BizConnect supports industry standards, enabling companies to exchange any data type via any transport for flexible partner connectivity.

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