

Case Study: How Sitoa (USA) is using EDISPHERE for selling consumer goods as a service provider



"The EDISPHERE suite of products and services allows us to quickly implement trading relationships with new partners – this rapid on-boarding is a valuable competitive advantage."

– Jackson Hull, V.P. Product Development, Sitoa Corporation.

SOLUTION FOR SITOA

Crucial to Sitoa's business model is the economical, rapid connection to trading partners. In assessing their options, Sitoa chose to deploy on ABO Software's EDISPHERE. In the words of Charles Rosselle, Sitoa's President, "ABO offered the best solution for electronic interchange, integration, and services. ABO Software combines a robust yet flexible implementation platform with effective, world-class implementation support." Compared to similar solutions, EDISphere hits the mark on functionality without breaking the bank. Says Sitoa's V.P. of Product Development Jackson Hull, "EDISPHERE provides more value for much less." Using ABO's products, Sitoa has been able to create an adaptable trading community, ready to integrate with any partner and able to operate around the clock.

SERVICES ARE THE KEY

A key consideration in Sitoa's decision to go with EDISPHERE was the ability to impart the implementation of electronic messages between its partners to ABO. While leveraging ABO's talent to save expenses on implementation services, Sitoa is able to cut substantially the time involved with getting a trading partner up and running. "Using ABO as an outside resource has trimmed our average implementation time. Quite simply, ABO can do our implementations faster and more economically," says Hull.

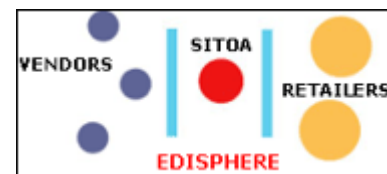
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CASE IN POINT

Sitoa's primary initiative undertaken using EDISPHERE was the connection to a U.S. Fortune-50 retailer. Sitoa needed a connection fast... ABO delivered. Using EDISPHERE's tools and ABO's services, Sitoa made the connection quickly. As it expands its trading community, Sitoa depends on ABO to connect to other retailers and vendors. ABO has allowed Sitoa to keep its network flexible yet durable owing to EDISPHERE's many-to-many connection capability. Sitoa transacts with trading partners through all flavors of EDI, XML, proprietary flat file formats, and direct data database connections.

"Without question, the single best decision we made when deciding to build our business solution was selecting ABO's products and their services – they have become an invaluable partner."

– Jackson Hull, V.P. Product Development, Sitoa Corporation.



ABOUT ABO SOFTWARE

ABO provides very innovative any-to-any EDI translation products that meet EDI requirements completely and with very low implementation effort. ABO services and support are world-class; ABO provides unbeatable value to their customers. For further information, please contact ABO at info@abosoftware.com or visit www.abosoftware.com.

ABOUT SITOA

Sitoa enables retail sales programs by supplying turnkey product channels that connect vendors, retailers and consumers in the direct online selling environment. We enhance this Business Direct capability by defining, implementing and supporting sales and promotions programs for retailers and vendors. For more information about Sitoa, please contact info@sitoa.com or visit www.sitoa.com.