



# Topson Downs Finds EDI Solution to Help Ease Growing Pains - Case Study

## TOPSON DOWNS

### Their Challenge

Topson Downs supplies specialty stores and mass-market retailers with the latest in women's and junior apparel. As demand continued to increase, they discovered their EDI customizations just couldn't keep up and continued to produce errors. That's when they knew a fully integrated, highly recommended EDI solution was the answer to their problems.

## EDI Puts an End to All the Errors

In the fashion apparel industry for 45 years, Topson Downs started in the downtown Los Angeles fashion scene, with all operations in one small building. Gradually, Topson expanded into manufacturing worldwide. As a pioneer in outsourced shipping, Topson started a trend that has become mainstream in the garment industry. Starting with junior apparel, Topson's product line has gradually expanded to include all categories of women's apparel. Topson Downs remains focused on accommodating the mass-market retailers and specialty stores, becoming a reliable supplier for quick response manufacturing shipping over 100 million units in the last five years alone.

### Colors and Sizes and Styles, Oh My!

Topson Downs' shipping personnel were having a very difficult time. With a new line that had to ship quickly, they had installed Microsoft Dynamics AX to manage the entire process. Additionally, they had a consultant come in to add custom programming code which allowed them to join all of their trading partners in communicating orders via EDI.

Despite the additional code, the system had a very difficult time when combining different sizes and colors of the same product style into one box, or separating different sizes of the same product each into its own box. As a result, there were numerous errors in the labels that were being generated, which slowed processing dramatically. Despite the consultant making changes to the code every day, these problems persisted.

## Needed EDI Made Simple

Having been a long time user of a wide variety of Microsoft products, Topson was advised to add Vantage Point EDI from Data Masons. Several industry colleagues had also made the same recommendation.

Magdalena Ramirez, EDI Coordinator for Topson Downs, took their advice. "With Vantage Point, it has been challenging to learn everything, mainly because it's capable of a lot," explains Ramirez. "But the filters are great, making the data very easy to read and everything is being processed in a really easy way."

"It picks up on all the many little details," continues Ramirez, citing an example of a trading partner whose purchase orders required using a single apostrophe instead of a quote sign, or chains that want a consolidated line for each store on their invoices instead of multiple lines for each store.

## Reporting Made Simple

Another time-saving value lies in Vantage Point Reporting, which checks with Dynamics AX to see if invoices were imported. "Now," reports Ramirez, "We don't have to go in and dig around, and reports are automatically distributed to a specific email list, which also saves a lot of time."

## And Learning Made Simple, Too

"We were able to learn a lot from Data Masons in their web-based training sessions," explains Ramirez. "We're very satisfied with their support. With a brand new system in place, we had to learn a whole new way of processing EDI."

When asked how much better this new way is than the old, Ramirez emphatically replies, "There's no comparison. The old way was really antiquated. Data Masons is much more savvy. This is like a breath of fresh air."

## EDI Made Simple

EDI is all we do at Data Masons. Embedded EDI providers are often programming companies that work on many different projects other than EDI, which can cause them to lose focus. We're solely focused on EDI.

The nature of using EDI to process transactions requires the flexibility to move and adjust quickly. If a customer cannot move fast enough, this can result in significant chargebacks for non-compliance. With Vantage Point, adjusting the configuration of the solution takes a fraction of the time it takes to program new code, which allows customers to be quick and responsive.

For more information about how to put Vantage Point EDI to work making EDI simple in your company, [contact us](#) at [datamasons.com](http://datamasons.com) and learn more about EDI and ERP integration in our [executive briefs](#).

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- Magdalena Ramirez, EDI Coordinator,  
Topson Downs



With so many sizes, colors and styles being pulled into each order, getting the orders correct was imperative. **Now with Vantage Point EDI, "There's no comparison... this is like a breath of fresh air."**

- Magdalena Ramirez

