

Saint Jean Industries Radley iCARaS Eases Pain of Overseas Expansion

Saint Jean Industries, an automotive supplier of transportation components, with headquarters in Europe, purchased the automotive casting, forging (COBAPRESS™), machining and assembly plant from the United States-based Superior Industries International, Inc. With the addition of this US manufacturing facility Saint Jean Industries enhanced its position as a global automotive manufacturer to better serve their expanding customer base. In order to provide superior products to their OEM customers Saint Jean realized that they needed to align with an experienced EDI solution provider that could integrate with one ERP solution on a global basis.

Productivity Challenges—Merging two companies quickly and seamlessly make a car

The acquisition of Superior Industries allowed Saint Jean's the opportunity to get into the US automotive market. Saint Jean's knew that to successfully get market share in the US automobile market it would need to begin with solving the problem of replacing the existing business system with their own. They needed to be able to address business issues in North America as well as its European operations.

After purchasing their ERP software Saint Jean's set out to find an EDI provider that was approved by major OEM's and also be Honda certified. They began by looking at companies that provided EDI but could also provide advanced features to add on to the EDI solution. Saint Jean needed the ability to integrate their EDI system with their ERP. The solution needed the ability to manage customer demand and ever changing ship schedules in addition to providing and integrated labeling and RF shipment validation procedure. Since Saint Jean did not have specific internal experience and knowledge to support a full EDI solution they looked into EDI providers that offered hosted solutions.

The Radley Solution: Hosted Automotive EDI

Saint Jean needed to move quickly to get the ERP and EDI solutions synchronized. After the initial research, Saint Jean contacted several EDI providers including Radley Corporation. After seeing Radley's 30+ year experience in the EDI and automotive industries they decided to move forward with Radley's iCARaS Automotive EDI solution as a hosted solution.

Productivity Results—Seamless EDI between the two companies

After the initial implementation Saint Jean's quickly experienced the benefits of a seamless solution. Radley's iCARaS hosted Automotive EDI solution made Saint Jean's transition into the US automotive market easier, and less painful. Since EDI is a requirement by all OEM's they can now easily branch into the US automotive market with having all the necessary, certified solutions already in place and working efficiently.

"Radley's staff has been very professional and knowledge throughout our entire process" notes Fabien Bourdon, Saint Jean Industries ERP Project Manager, "We do not have specific EDI-trained employees at Saint Jean and Radley came in answered all of questions and provided a hosted solution that had the advanced features we needed."

"Radley's ability to offer a quick, problem-free implementation, made our transition into the US automotive market less painful" continues Fabien, "Radley's certified hosted automotive solution has met and exceeded all of our expectations."