

# EVCO Plastics

Supplying critical components for the world's healthcare, automotive, and consumer products industries

EVCO Plastics was created in 1964 by Don and Joan Evans in Deforest, Wisconsin. The company has grown from its start as a domestic producer of injection molded products and now counts among its customers many of the world's top brands in the healthcare, automotive, and consumer products industries. A family-owned business, EVCO Plastics strives to be an extension of their customers' businesses and to provide the personalized value on which they were founded.

## Challenge

Rules and regulations are the norm in manufacturing, whether it's workplace safety or complying with manufacturing standards. Failing to comply or keep up change often results in lower margins and revenue. Trading partners have high expectations because the old adage 'time is money' couldn't be more true for this industry. When they are forced to pause and verify when components will reach a manufacturing plant, or shipments arrive in unanticipated packaging or quantities, outputs and margins are negatively affected. Just-in-time operations extend beyond the physical shipment of goods: Data is what drives process efficiency.

While EVCO are experts in building components for many high-tech industries, electronic data interchange (EDI) is a process in which they have limited expertise. "EDI standards are far from standard," notes Dave Wollin, Applications Specialist at EVCO. "Our IT and service teams do a great job of making sure we meet customer needs, but even when we can see a problem with an order, it's difficult to figure out how it happened or how to fix it. The urgency to resolve these issues is high when they occur."

EVCO's culture and strong customer focus mean their team is often embedded with clients, working on solutions that deliver better results and cost savings, and ancillary processes such as EDI can be a distraction. Vicki Herbers, Customer Service Manager at EVCO, explains, "Our core business is to make our clients successful by providing innovative, low-cost solutions. While we're well aware of the impact of poor or late communications, it's something we can't afford to be experts in or to waste time on. I've been working with EDI for years and have familiarity with the data and standards, but I want my team focused where they can add the most value."

While EDI includes a variety of messaging standards, requirements vary from customer to customer, as do the systems they use to create or ingest this information. With their business growing rapidly, EVCO knew they couldn't waste time creating or managing an EDI solution, but they recognized the critical need for seamless integration with their customers, partners, and suppliers to grow efficiently and keep clients happy.



## Solution

Recognizing the value of partnering with an EDI expert, EVCO sought to outsource as much of the EDI infrastructure, process, and support as they could, choosing to leverage Rocket® Software's expertise and implement the Rocket® EDX solution. EVCO counts on Rocket EDX because:

- Rocket's EDI service team is available around the clock to ensure customers' EDI processes are running flawlessly
- Rocket EDX makes it extremely easy to manage EDI as a process, with intuitive, customizable dashboards and reports, providing real time information on all trading partner activity; role-based dashboards and reporting provide process insight to all parties exchanging data, allowing for rapid issue identification and resolution
- Rocket's industry presence has resulted in a deep understanding of the data, applications, and systems requirements of the leading global supply chain and logistics firms. Similarly, experience with the underlying enterprise resource planning (ERP) and warehouse management system (WMS) applications allows Rocket to function as an extension of EVCO's service and IT teams, working directly with their clients in onboarding, change management, and issue resolution

With Rocket EDX, EVCO can reap the inherent accuracy and efficiency benefits of EDI as a managed service. Rocket and EVCO have found ways to leverage EDX to deliver those benefits even when some of EVCO's larger trading partners resist using EDI; when one of their largest customers elected not to use EDI, Rocket built a process to transform order documents into formats that are uploaded directly into EVCO's ERP system. "We reduced processing times from hours to minutes, and we're doing the job with much higher quality," according to Vicki.

"The main variation we see has to do with the ERP and other systems that buyers have in place. Data requirements, timing and formats vary significantly from buyer to buyer," according to Martyn Davies, Director of Product Management for EDX. "Rocket EDX

supports hundreds of organizations trading with thousands of partners with their own set of unique requirements," continues Martyn. "We work as an extension of our customer's organization, not only supplying a great set of tools but the services needed for a truly turnkey solution."

Dave Wollin agrees. "It can be scary to think about trading partners loading data directly into our systems and the issues that could create. Rocket built the translations between our customers' platforms and our ERP and WMS systems, and they have a great set of capabilities to ensure data integrity. Because Rocket works with many of our customers already, they eliminate the headaches and effort needed to enable new relationships and maintain the ones we have."

Using Rocket EDX, EVCO has been able to: seamlessly integrate with customers, suppliers, and partners; lower overhead expense; and achieved a real return on their investment. And EVCO developers rarely think about EDI unless they are making changes to the ERP systems that interface with Rocket EDX, because even then, Rocket makes the job easy.

Dave states, "Rocket is often two steps ahead of us when it comes to issues. They're usually aware of transmission deficiencies before we are and have them resolved before we reach out. Rocket has a relentless customer focus like EVCO, so we have no problem with the team working directly with our customers when issues arise. We rarely see a chargeback or scorecard demerit." Leaving the complex details of setting up and managing partner relationships to Rocket allows EVCO to concentrate on what they do best.

EVCO has grown as a business and expanded their trading network, in part due to their ability to focus on the core business rather than expending resources on administration. Rocket EDX monitors and manages supply chain disruptions so trading relationships flourish. "Rocket is our EDI easy button," concludes Dave, "and we wouldn't have it any other way."

## Results

Using Rocket EDX, EVCO has been able to seamlessly integrate with customers, suppliers, and partners, and has lowered overhead expense and achieved a clear return on their investment.

- 1** Rocket EDX and their wraparound services augment EVCO's own staff, allowing them to focus on managing and growing customer relationships
- 2** EVCO efficiently onboards new customers by leveraging Rocket's decades of experience in EDI and the relationships developed with many of the world's largest trading partners and logistics firms
- 3** Highly instrumented workflows quickly detect and anticipate issues and provide the opportunity to recover before SLAs are negatively impacted
- 4** By leveraging a SaaS solution, EVCO has greatly reduced their IT overhead and eliminated the need to manage compliance as systems, processes, and security standards evolve

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*Vicki Herbers  
Customer Service Manager, EVCO*

// **Rocket is our EDI easy button, and we wouldn't have it any other way.** //

*Dave Wollin  
Applications Specialist, EVCO*



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