

# HOWELL METALS

## Solution Overview

### Industry

Howell Metals motto "Small enough to know you but large enough to serve you" represents their business philosophy. As a mid sized manufacturer of copper tubing they are extremely cost conscious and customer focused as competition in the copper tubing industry is growing every day. They know that servicing their clients as quickly and efficiently with an eye on the bottom line is their prime business goal. They saw EDI as a way to serve their clients needs and also to reduce their internal order processing costs.

### Scenario

Howell Metals wanted a business solution to solve the demand to transmit business documents via EDI from their biggest clients such as Lowes. In addition, they wanted an integrated solution which would reduce order processing costs and they needed a company with expertise in implementing EDI to help themselves and their integration partner Applied Business Systems (ABS) to craft an appropriate business solution to fully integrate to their existing OSAS Accounting system.

### Company Profile

**Howell Metals** is a New Market Virginia based manufacturer of copper tubing serving the Eastern half of the United States.

### Benefits

Quick cost effective implementation of integrated EDI to its largest retail and wholesale clients provides significant order processing savings and allows compliance to EDI mandates.

### About SoftCare

Founded in 1989 and headquartered in British Columbia, SoftCare EC Inc. develops e-business software. Our OpenEC® product suite allows companies to conduct business-to-business e-commerce. Our e-business software is open and scaleable allowing for integration with existing and future technologies, lowering operating costs and streamlining the business process while delivering benefits to all electronic trading relationships

For more information about SoftCare, TradeLink EDI Management System and the SoftCare Solutions Group visit [www.softcare.com](http://www.softcare.com), contact us at 1 – 888 – SOFTCARE or email us at [sales@softcare.com](mailto:sales@softcare.com)

***Howell Metals, a mid-sized manufacturer of copper tubing based in New Market Virginia had to find an EDI system to send and receive business documents from its existing OSAS Accounting System to/from its largest wholesale clients. After extensive searching Howell Metals choose SoftCare's TradeLink Corporate EDI Management System to send and receive EDI documents.***

Howell Metals manufacturers copper tubing which is sells to wholesalers based in the Eastern half of the United States. In 1996, they were looking for ways to comply with their largest wholesale clients requirements to communicate business documents via EDI. In addition, they wished to create a system that was tightly integrated to its existing OSAS Accounting System so that they could reduce order management costs. They also wanted a company that could work with their existing systems integrator (Applied Business Systems) to help them in the implementation of an EDI system. This is why they turned to SoftCare.

### Choosing TradeLink EDI Management System

Howell Metals chose SoftCare and its TradeLink EDI Management System because they liked their approach to combining, software, consulting and services to provide an all-encompassing solution to implementing EDI. In addition, SoftCare's proven record of working with independent systems integrators allowed Howell Metals to feel confident that choosing SoftCare to work with their systems integrator Applied Business Systems (ABS) would provide them with a system that met their business requirements.

### Implementing an integrated solution for EDI

Once the decision to buy TradeLink was made, SoftCare, Howell Metals and ABS put together a project team to build a fully integrated EDI business management solution, which receives and automatically processes purchase orders, and functional acknowledgments from its largest wholesale clients while automatically sending out invoices and functional acknowledgments to key clients such as Lowes, Distro-St. Louis, and Noland.

The next step was to choose an EDI Value Added Network. As TradeLink supports all methods of communications (VAN, FTP, EDI over the Internet etc) the choice of which communications method was based on price and not dictated by the software choice.

Since implementation, Howell Metals has worked closely with SoftCare to increase the adoption of EDI to their wholesaler client base which now includes 50% of their business. Ship Williams, Controller of Howell Metals says "*SoftCare is very similar to Howell Metals in their approach, small enough to know you but large enough to serve you*"

