B2BGATEWAY'S FULLY INTEGRATED EDI SOLUTION FOR QUICKBOOKS ENTERPRISE STREAMLINES FIFTYTHREE'S GLOBAL EDI PROCESSES
B2BGateway EDI Encourages the Use of Pencil and Paper!

June 21, 2016 | Boston, MA – FiftyThree, the company that produces Pencil for iPad, chose B2BGateway's cloud based, fully integrated EDI solutions for QuickBooks Enterprise to communicate seamlessly and electronically with global customers such as Amazon, Best Buy and their third party logistics providers (3PL).

FiftyThree founded in 2011, builds tools that make ideas better. They are the makers of Paper, the fast and beautiful sketching app for getting ideas down, and Pencil, the award-winning digital stylus. Internationally recognized for design excellence and innovation, FiftyThree has received awards from Apple, IDSA, The Edison Awards, and IxDA. FiftyThree is based in New York and brings together the craft of software, hardware, and service design.

In order to improve supply chain efficiencies, cut costs and rapidly scale a global go to market strategy, FiftyThree enlisted the help of B2BGateway to integrate EDI with their QuickBooks Enterprise system. Having a fully integrated EDI solution allows FiftyThree to automate the sending and receiving of standard business documents such as purchase orders, invoices, shipping notices and inventory updates internationally with their customers and third party logistics providers. Having B2BGateway's EDI solution fully integrated with FiftyThree's QuickBooks Enterprise system removes the need for the FiftyThree staff to manually re-key data; this in turn leads to reduced errors, lower labor costs and faster payments from their customers.

 "The advantage of EDI along with our customer requirements have driven us to select B2BGateway's fully integrated, cloud based technology to improve operations and eliminate cost from our global supply chain." states Jason Sharpe, Head of Operations & People at FiftyThree. "By automating much of our order to cash process via EDI with B2BGateway's solution, we have lowered our cost to serve key accounts, and enabled our fulfillment partners to deliver on the retail-compliance requirements of our customers with the rigor we expect." There is a reason that FiftyThree maintains a consistent customer satisfaction rating averaging above 90%. Sharpe is adamant that each link in FiftyThree's value chain must genuinely be customer-oriented. The collective excellence of this effort transcends directly into customer delight. "Our ultimate pursuit is the happiness of our customers. Partners of FiftyThree must share a customer-oriented mindset. This is equal to, and often, more important than the technology itself. B2BGateway has demonstrated this at every level and with individuals on their team going above and beyond their 'traditional' roles to ensure our satisfaction. This factor makes B2BGateway stand out above their competition."

The Internet has revolutionized electronic commerce and has provided a standard protocol for the exchange of information, thus giving companies like FiftyThree a window into a worldwide market for their products. Having a cutting edge, fully integrated EDI solution from B2BGateway allowed FiftyThree to comply with all ANSI X12 and EDIFACT data standards required by FiftyThree's global trading partners.

Roger Leyden, Director of Global Business Development at B2BGateway, added "As a QuickBooks Gold Developer with the highest customer satisfaction rating on the Intuit QuickBooks App Store Apps.com,

B2BGateway is delighted to look after the EDI needs of FiftyThree. EDI is complicated and ever-changing, often involving multiple data exchanges and translations. Quick detection and remediation of errors is essential to achieve top-notch EDI compliance scores from customers and trading partners alike. Transaction monitoring and correction is handled by our team of experts, while FiftyThree stays informed on the status of their commerce stream through the B2BGateway Client Portal where they can control all their EDI account functionality, view reports and add new trading relationships as required".

About B2BGateway: B2BGateway is a leading global EDI (Electronic Data Interchange) solutions provider with offices in North America, Europe, Australia and China. B2BGateway is a GS1 Accredited solution provider and offers 24/7 customer support to all clients. B2BGateway EDI solutions are simple to use, competitively priced, highly effective and can increase profitability by reducing costs associated with manual data entry. For further information please visit www.B2BGateway.Net

About FiftyThree: FiftyThree is building the essential suite of mobile tools for creativity and are the creators behind the breakthrough iPad app, Paper by FiftyThree. Paper was named Apple's App of the Year and is used by millions of creators around the world to capture their ideas. For further details on the FiftyThree suite of award winning products please visit www.FiftyThree.com