Logicbroker to give customers greater visibility into their extended supply chain through integrated storefront e-commerce, shipping, and electronic data interchange (EDI).

Isaac M. O'Bannon • Jun. 27, 2014

Small business management software maker Exact has is partnering with Logicbroker to give customers greater visibility into their extended supply chain through integrated storefront e-commerce, shipping, and electronic data interchange (EDI).

Starting in July, customers can take advantage of complete integration between Logicbroker, a complete cloud-based e-commerce platform for automation and integration, and Exact's cloud-based business software (Exact Online), to keep track of orders from start to finish.

In a recent Forbes.com article, former Gartner analyst and founder of Supply Chain Insights, Lora Cecere, wrote that "Today, supply chain outsourcing is a reality. Companies are dependent on each other. The flows are more intertwined than ever before. In a recent study, 90% of manufacturing companies report having some level of outsourcing. Thirty percent outsource 40% or more of their manufacturing. Logistics levels of outsourcing are higher than manufacturing. Fifty-five percent outsource at least 40% of their logistics on a volume basis."

"Countless industry research points towards something that small businesses already know: 'Made in America' now means greater inter-business collaboration," said Steve Leavitt, GM of U.S. Cloud Solutions at Exact. "By integrating powerful e-commerce and storefront capabilities, shipping and EDI, businesses can drastically improve their supply chain visibility. Together with Logicbroker, we're making it

possible for customers to expand their footprint and revenue without sacrificing

Integration through EDI eliminates the need for manual data entry, which accelerates order fulfillment and updates catalog, inventory, order and shipping information in real-time. This dramatically improves business visibility, enabling businesses to make smarter decisions on the fly that drive higher margins and new growth.

"By partnering with Exact we can give clients the deep integrations they need to effectively run their businesses," said Peyman Zamani, CEO at Logicbroker. "Our products work in tandem to streamline the supply chain and eliminate time consuming manual touches."

Designed specifically for small business manufacturing and wholesale distribution, Exact Online software streamlines tasks such as production and inventory management, logistics and CRM. The software replaces disparate systems and manual processes, giving business owners a 360-degree view of their business. The software integrates seamlessly with QuickBooks Online and QuickBooks Desktop, bridging the gap between common manufacturing and wholesale distribution tasks and traditional accounting functions.

Accounting • Automation