



**Superior Roll Forming**  
Valley City, Ohio

**DataTrans Products & Services**  
STRATOS  
ERP Integration with Global Shop

#### **Industry**

Aerospace  
Agriculture  
Appliance  
Automotive  
Bridge/Highway Products  
Building/Construction Products  
Elevators and Escalators  
Furniture  
Material Handling  
Railroad/Rapid Transit  
Storage  
Store Fixtures

#### **Trading Partners**

Faurecia  
General Motors  
Lear  
Tesla  
Volkswagen  
And many more

## Case Study: Superior Roll Forming

*Increase efficiency  
Integration with ERP*

### About Superior Roll Forming

Superior Roll Forming is a leader in the area of close tolerance and high strength shapes, forming parts for industries such as automotive and aerospace and even to office furniture. With the increased strength of ultra-high strength steel, it takes less material to make components just as strong – if not stronger – than components manufactured from traditional steel. Less material means a lower weight. That's why, for example, as fuel efficiency requirements increase, automotive companies are turning to advanced and ultra-high strength steels more and more often.

Their commitment to continuous improvement has led to providing world-class, defect free components for their customers. Becoming ISO9001 certified and obtaining an ISO14001 registration, Roll Forming demonstrated its commitment to being more than just a manufacturer. This continuous improvement effort led to looking at other areas for efficiency gains.

### Challenge

As the demand for Roll Forming's products increased, there was a need for a more robust platform that could support a complex flow of data. Roll Forming needed a solution that could integrate into their ERP System, Global Shop Solutions. This EDI solution also needed to easily expand to support other larger customers and their data flow.

Previously, Roll Forming maintained an internal EDI translator and worked with a third-party EDI provider to support its EDI ecosystem. This EDI solution was very limited and lacked the ability to integrate into other systems supporting their business such as the Traffic Department. The 24/7 Traffic Department is a critical component to Roll Forming's order processing as it must communicate with the shipping department. This communication needed to include a variety complex supplier documents such as ASNs and integrated labels. As these documents became increasingly complex there was a need to find an EDI solution that would simplify the document processing.

### DataTrans' Solution

#### *Complex flow of data*

Without having the necessary technical resources to take on supporting a comprehensive EDI solution, Roll Forming looked to the EDI experts at Data Trans Solutions for a robust, fully integrated solution. DataTrans translated a variety of EDI file formats from Roll Forming's suppliers to one format. This standard format would then populate into the user interface. DataTrans leveraged the integrated adaptors of their Stratos product which is a program offered to integrate EDI with ERP systems. The adaptors allowed for the EDI data to flow into the secure WebEDI portal for ease of use and visibility. Thus, capturing the data accurately and translating it into the appropriate systems.



### *Organizing and Visibility to EDI Data*

The WebEDI portal now became the interface for the EDI transaction. Roll Forming not only had visibility to their critical 830s and 862s but they could also view the status of each document and manage them efficiently. With the use of the WebEDI Smart Filter feature Roll Forming could organize documents and sort by customer or by document. Smart Filters allowed for easy document retrieval based on specific criteria set by Roll Forming.

### *Customer Support*

Beyond visibility to their EDI documents and integration, Roll Forming also had access to live customer support. There is a sense of ease when contacting live support with no hold time, operator, or ticketing system. Roll Forming received knowledgeable support with questions ranging from modifications, adding additional trading partners or managing unique data requirements. Pleased with our live responsive support, Roll Forming's IT Manager stated, "DataTrans [team] is so pleasant to work with."

### *Onboarding*

With a program now set up with DataTrans Solutions, Roll Forming could begin the process of onboarding their customers. They began with a phased approach; first phase was to direct all new customers to connect and integrate with DataTrans Solutions. The second phase was for DataTrans Solutions to add their longstanding partners. According to Jim Mason, "When Global Shop partnered with DataTrans Solutions, Roll Forming embraced the relationship." Leveraging DataTrans Solutions' STRATOS, a robust integrated EDI solution, "allowed for a quick, easy, and intuitive solution."

## **Results**

"EDI had always been on the foreground for Superior Roll Forming," stated Jim Mason, particularly as a supplier to the automotive industry. "Time and accuracy," Jim Mason stated were the biggest efficiency gains. "From [our] perspective, we were very pleased." Roll Forming no longer needed to allocate resources and attention to an internal EDI system. This allowed for Roll Forming to focus on their core business which realized significant gains expanding from 8 trading partners to 45.

What made this project successful was the service and support from DataTrans Solutions. Pleased by our efforts Jim states, "The entire tech team is great to work with. They understand the needs of Superior Roll Forming as well as our customer's technical needs." That's high praise in the demanding world of automotive suppliers.

## **About DataTrans Solutions**

DataTrans Solutions provides premier EDI, e-commerce and data management solutions that allow our customers to quickly connect to their trading partners and integrate in order to operate at peak efficiency. Our team operates with integrity to provide our solutions in a responsive and respectful manner.

DataTrans Solutions, Inc. is dedicated to providing quality, timely, and accurate EDI and B2B outsourcing solutions for our customers. We typically act as the EDI agent and EDI department for our customers so that they can better focus on their internal operations. DataTrans is headquartered just north of Houston in The Woodlands, Texas. All operations are based in the United States. We do not outsource support or any other aspect of our company's operations.

"The entire team is great to work with. They understand the needs of Superior Roll Form as well as our customers technical needs."

Jim Mason, IT Director

#### CONTACT US

Phone: (800)469-0877

Email: [sales@datatrans-inc.com](mailto:sales@datatrans-inc.com)

[www.datatrans-inc.com](http://www.datatrans-inc.com)

#### FOLLOW US

