



## MSE and AdvanceFirst Technologies

### Case Study

**MSE Trading International** are leading distributors of DVDs, Blu-ray, Computer Games, Music CDs and accessories throughout UK. They are a subsidiary of the MSE Group, a company within the €6.4billion turnover group DCC plc.

The origins of the MSE Group go back for 30 years and more. The company's reputation for excellence is based on unusual product depth and truly dynamic customer service. MSE International supply the UK and Overseas to over 50 countries worldwide.

At the time MSE was first approached to discuss EDI, they were a new high growth company, albeit part of a much larger organisation. AdvanceFirst Technologies strategic partner Transputec already had a business relationship with their Head of IT – Darren Yull. Transputec had provided and installed all of their office infrastructure.

Discussions surrounding the method of MSE collaborating with their clients, such as the Library services of the UK led Transputec to put forward AdvanceFirst Technologies, who they knew to be a trusted EDI software and services company. Utilising EDI with their trading partners was crucial, and the key focus at that stage was selling successfully into emerging markets. The AdvanceFirst EDI managed service aimed to "take away the pain" undertaking all electronic set ups and transfers with their new customers. This meant that MSE could confidently provide services to their clients, faster and more efficiently, with total confidence of AdvanceFirst's technical and service capabilities.



Darren Yull recognised that growth in the first few years would be mainly organic but needed a partner who was able to respond to the business changes. The solution needed to include not only the mapping and set-up aspects but also to assume all operational responsibility so that data in its raw state could be imported and exported easily from MSE's ERP system.

With a growing customer base and an anticipated growth in demand from within the group, Darren Yull, IT Director at MSE chose a solution that would not only address the needs of today, but could grow with the company's predicted expansion.

***"We selected AdvanceFirst because of their expertise in EDI and related professional services and a reputation of achieving and providing good service levels. This has proved to be the case in all of our dealings with them. Timescales have always been met and the quality of their work has always been of a high standard. It is vital in EDI that we get it right first time, as errors will always directly impact our customers."***

***The costs involved operating their Outsourced EDI solution are insignificant compared with the benefits obtained from the freedom it provides the IT department to focus on core projects, safe in the knowledge that any operational issues will be swiftly addressed by our partner AdvanceFirst."***

***Into the future we are looking to increase the use of EDI across the group with the expert help of AdvanceFirst as we look at ways to expand electronic trading with even more of our customers, and require a streamlined and common process in place for its operation.***

***“I would be more than happy to recommend AdvanceFirst software, support, professional services and Outsourced EDI solution to any companies looking to make EDI a serious part of their business.”***

***Darren Yull – IT Director MSE.***

## About us

**AdvanceFirst Technologies Ltd** specialise in the provision of software, professional services and systems integration to companies who trade with each other electronically. We also provide a full range of outsourced EDI managed service solutions.

For more information on AdvanceFirst Technologies visit – [www.advancefirst.com](http://www.advancefirst.com)

If your company has a customer or supplier community it would like to trade with electronically, via a secure and auditable route, gaining all the associated benefits such as: simplified trading processes, reduced costs and an improved, more responsive supply chain, then you should be talking to AdvanceFirst Technologies.

***For further details and pricing, please contact Sales on: +44 (0)1932 230024  
or e-mail: [sales@advancefirst.com](mailto:sales@advancefirst.com). Or visit [www.advancefirst.com](http://www.advancefirst.com)***