



"We are very satisfied with the Babelway solution. In the end, the fact that we are using the solution for 15 years is the best proof of our satisfaction."

**Benjamin Nuttin**  
IT Department, Vandeputte Group

## Executive Summary

**Company:** Vandeputte

**Global headquarters:**

Mouscron, Belgium

**Industry:** Chemical  
Manufacturing

**Web Site:**

<https://www.vandeputte.com/en/>

**Results:**

- **80% cost reduction:** They eliminated external provider fees and streamlined internal operations.

- **Increased control:**

Vandeputte Group gained complete control over their EDI processes.

- **Improved responsiveness:**

They can now make changes and updates quickly, meeting client deadlines with ease.

- **Empowered IT team:**

Babelway's user-friendly platform freed up valuable IT resources.

- **Competitive advantage:**

Vandeputte Group now views EDI as a strategic advantage, offering seamless communication with partners.

## The Client

Vandeputte Group, a Belgian family-owned company established in 1887, is a leader in a diverse range of products derived from flaxseed. Across their three divisions, they employ around 250 people and contribute to various industries.

- **Soap & Detergent Division:** Develops, produces, and sells liquid detergents for major retailers and professional markets.

- **Oil Division:** Processes flaxseeds to extract oil used in their soaps and various other applications, including food, paints, inks, linoleum, and even animal feed.

- **Oleochemistry Division:** Focuses on the development, production, and sale of vegetable oil derivatives.

## The Context & Challenges

Vandeputte Group's previous EDI system, managed in-house with Axapta 3 and Synchronlink from Influx (now Generix), presented several obstacles:

- **Slow turnaround times:** Reliance on an external provider for mapping and data exchange led to delays in processing EDI requests.

- **High costs:** External vendor fees and server maintenance expenses inflated overall EDI operation costs.

- **Limited control:** Vandeputte lacked autonomy over EDI processes, hindering responsiveness and flexibility.

- **Communication issues:** Working with a third-party provider introduced communication hurdles and increased the potential for errors.

A critical factor for change came with the upgrade to Axapta 2009, requiring a complete overhaul of their EDI infrastructure. Vandeputte needed a more efficient and cost-effective solution.

# Vandeputte Group Slashes EDI Costs by 80% with Self-Service Integration

## The Solution

Vandeputte Group discovered Babelway, a cloud-based B2B integration platform offering a self-service approach to EDI. Intrigued by the potential for cost savings, control, and faster implementation, they decided to pilot Babelway with their EDI connection to Carrefour.

### Babelway's Advantages:

- **Cost-effective:** Babelway's subscription model eliminated the need for upfront investments and expensive server maintenance.
- **Self-service platform:** *"One of Babelway's biggest advantages against competitors is that the platform is self-service. We can manage everything on our own!"* says Benjamin. Vandeputte Group gained complete autonomy over EDI processes, eliminating reliance on external providers for mapping and configuration.
- **Rapid implementation:** Babelway's intuitive platform and training program allowed Vandeputte to establish a successful EDI connection with Carrefour within a single day.
- **Scalability:** The cloud-based platform easily accommodated Vandeputte's growing EDI needs as they migrated all their data flows.
- **Exceptional support:** Vandeputte lauded Babelway's responsive and helpful support team, providing timely assistance whenever needed.

## The Outcome

Vandeputte Group's experience with Babelway has been transformative:

- **Reduced costs:** They saved a staggering 80% on EDI expenses compared to their previous system.
- **Increased control:** Self-service functionality empowered them to manage EDI processes efficiently and independently.
- **Improved agility:** Faster turnaround times on EDI requests ensured timely communication with trading partners.
- **Streamlined operations:** Eliminating the need for external intervention simplified EDI processes.
- **Competitive advantage:** By offering seamless EDI integration, Vandeputte can enhance their value proposition to customers and suppliers. As Benjamin says - *"We changed our mindset when it came to EDI. Before it was more of a necessary evil, whereas now it's a complementary service that we'll automatically offer to all our suppliers and customers. We want to turn it into a competitive advantage."*

## Considering a similar EDI solution?

If your business is struggling with inefficient or costly EDI solutions, Babelway's self-service B2B integration platform can empower you to take control and achieve significant cost savings.

[Contact us today](#) to learn how Babelway can streamline your EDI processes and unlock new growth opportunities.