MARTENS
FAMILY HERITAGE · BOCHOLT
BREWING THE FUTURE SINCE 1758

"After we started with Babelway we had no reason to look at other suppliers in the market for EDI and B2B Integration - we were just too pleased. It's fast, it's cost-effective and it's reliable. That's exactly what we need."

Brewery Martens, Kurt Brouns, IT Manager

Executive Summary

Company: Brewery Martens
Global headquarters: Bocholt, Belgium
Industry: Beverages, second biggest brewery in Belgium
Web Site: https://www.martens.be/nl
Results:
• Reduced onboarding time:
New customers are integrated quickly and efficiently.
• Minimized manual work: Automated data mapping and document exchange free up internal resources.
• Centralized EDI management: A single platform streamlines communication and troubleshooting.
• Improved efficiency: Faster response times and fewer errors lead to smoother operations.
• Exceptional support: Babelway's dedicated

The Client

Brewery Martens, Belgium's second-largest brewery, boasts a global presence distributing over 4 million HL in 75 countries. Their success story is one of steady growth, evolving from a small company to a major exporter. As their business boomed, so did the complexity of managing communication and document exchange with a vast international audience.

The Context & Challenges

As Brewery Martens grew, so did the complexity of managing communication and document exchange with its international clientele. Initially, Brewery Martens handled Electronic Data Interchange (EDI) in-house using BizTalk. However, this approach proved unsustainable. Their customers demanded diverse data formats and specifications, leading to a surge in change requests and overwhelming internal workloads.

"It wasn't that difficult at first," says Kurt Brouns, IT Manager at Brewery Martens, *"but then another customer came along, and another... all with different needs. It became too big and caused too much effort to keep it all working well."*

Manually handling these variations, mapping data, and onboarding new customers became overwhelming and a significant time drain. Integrating with large retailers required extensive regulations and took a significant amount of internal resources. Brewery Martens needed a robust and scalable solution to streamline EDI processes.

The Solution

Brewery Martens found its answer in Babelway, a Belgium-based EDI and B2B integration platform. Here's how Babelway's user-friendly platform addressed their specific needs:

• **Reduced onboarding time:** Previously, onboarding a new customer could take weeks. Babelway's team facilitated the process, reducing the time to as fast as 2 days.

• **Minimized manual work:** Babelway automated data mapping and document exchange, freeing Martens' IT team to focus on core business activities.

• **Centralized EDI management:** Babelway's platform provided a single point of access for all EDI processes, simplifying troubleshooting and issue resolution.

• **Provided expert support:** Martens lauded Babelway's exceptional support team, citing their responsiveness and ability to resolve complex issues quickly. *"Every case we had with Babelway was solved quickly,"* says Kurt.

The Outcome

Babelway's solution transformed Brewery Martens's EDI operations. Onboarding new customers became faster and less resource-intensive. Automated data mapping eliminated manual errors and ensured seamless communication with diverse trading partners.

Since implementing Babelway, Brewery Martens has experienced a range of benefits:

• **Increased efficiency:** Reduced manual tasks and faster onboarding have freed up valuable resources.

• **Improved accuracy:** Centralized management and automated processes minimize errors.

• **Enhanced customer satisfaction:** Faster onboarding and timely communication lead to happier clients.

• **Reduced costs:** Streamlined operations and Babelway's competitive pricing contribute to overall cost savings.

Babelway's exceptional support team proved to be another game-changer. *"When we send an email to the support team, half an hour later it's solved,"* shares Kurt. *"They solved every case quickly. All of our incidents are critical... Babelway support is extremely good."*

Considering EDI and B2B Integration?

If your business struggles with managing global communication and data exchange, Babelway's EDI and B2B integration solutions can help.

[Contact us today](#) **to learn how we can streamline your processes and empower your business to grow.**