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flexible and robust  
EDI solutions

# The Mazzetta Company

## Case Study

### Background

The Mazzetta Company is one of the country's premier direct importers of frozen seafood. Mazzetta's *SeaMazz* brand of specialty seafood products is one of the most recognizable lines of seafood products. Their pre-packaged frozen shrimp, fish fillets, and other products can be found at most leading retail and grocery outlets.

### Challenge

Like most organizations, The Mazzetta Company's traditional method of sending and receiving business documents, such as purchase orders and invoices, was a manual process. Since their primary customer base consists of large retail outlets, Mazzetta was required to show compliance with these trading partners' X.12 EDI systems. Mazzetta attempted to implement one of the more popular X.12 EDI systems, and struggled with correctly deploying this complex technology. Additionally, the vendor's inadequate customer service made it difficult to receive timely and accurate support. Mazzetta was in need of a better approach.

Mazzetta's trading partners required their documents to comply with the legacy X.12 EDI standard that delivers documents over a Value Added Network. However, X.12 EDI will be replaced in the next few years by newer XML technologies that allow documents to be sent point-to-point over the Internet. Mazzetta did not want to reinvest in technology that would soon be obsolete, but they needed to comply with the X.12 EDI specification.

### Technologies Used

Zephyr is a pure XML solution, delivered as an outsourced service. Zephyr requires no additional hardware or

software components – just a small piece of code installed on a system at the customer site. When sending documents, the necessary data is extracted from the backend software application and is converted to XML. Then it is encrypted and sent across the Internet to SWC's Zephyr servers. Once at these servers, the XML data is converted to an X.12 file and mapped to their trading partners' specifications. Next it is sent across a Value Added Network to their customer, where it arrives as an X.12 document. The standard acknowledgements follow this process accordingly. This process works in reverse when receiving inbound documents.

### Solution

Subject, Wills & Company (SWC) helped Mazzetta address this issue by implementing their Zephyr EDI solution. Zephyr is an XML-based EDI system that bridges older X.12 EDI systems to new XML-based systems. It allows Mazzetta to implement the emerging XML technology, while still meeting with their trading partners' requests for X.12 compliance. Zephyr is tightly integrated with Mazzetta's business software system, which eliminates redundant data entry and saves them a tremendous amount of time, money, and errors.

### Success

The Mazzetta Company went live with Zephyr in late 2000, and has achieved its goal of being EDI compliant without investing in legacy technology. Additionally, as Mazzetta's trading partners become XML compliant, the documents can be sent directly over the Internet, further reducing Mazzetta's EDI costs and complexity.