



Grupo La Moderna Outsources Its EDI Needs to SPS Commerce

Mexico's largest pasta manufacturer connects to 23 U.S. grocery trading partners using online EDI service **By Editorial Staff**

Minneapolis — March 19, 2007 — Mexican pasta company Grupo La Moderna has selected partner integration specialist SPS Commerce to meet the electronic data interchange (EDI) requirements of 23 of its U.S.-based customers in its first phase of an EDI implementation, the solution provider has announced. Established as a pasta factory in the 1920s in the city of Toluca, state of Mexico, Grupo La Moderna is currently Mexico's leading producer of pasta in terms of production and sales volumes, brand positioning and consumer recognition. SPS said its Web-based EDI services will automate Grupo La Moderna's order and invoicing transactions with its grocery retail customers, including Affiliated Foods, Big Lots, Dollar Tree, HEB, Kroger and Save-a-lot. By outsourcing its EDI needs to SPS, Grupo La Moderna will be looking to more quickly connect to its customers and bypass the need to purchase, implement, support and staff an internal EDI operation.

"Grupo La Moderna knew of SPS Commerce's reputation for reliable solutions and superior customer service," said Hermilo Pena, director of information technology at Grupo La Moderna. "When we made the corporate decision to outsource our EDI needs in order to save the time and money associated with setting up our own EDI system, we immediately called SPS Commerce." Pena said that his company's team met with SPS' implementation staff and visited their datacenter. "After this visit, we knew that our EDI couldn't be in better hands," he said. "SPS' skills and experience gave us the confidence to place this important business function in their care."