

## Case Studies > Webasto-Edscha Cabrio

---

### Three Ways iConnect Stands Out Among VAN Competition

#### *International auto supplier Webasto-Edscha Cabrio finds unique EDI advantages through iExchangeWeb*

According to Dana Antoun, there is a big difference among Value-Added Network (VAN) providers.

As SAP Administer at Webasto-Edscha Cabrio USA, one of the world's top 100 automotive suppliers, Antoun has had first-hand experience with several service providers for EDI communications between trading partners. When it comes to the three criteria that matter most in a VAN - data applications, customer service, and price - one company clearly stands out from the rest.

### 1. Innovative Software

"Compared to the other VANs, the type of technology iConnect is able to offer their customers, may it be a small company to a large company, is amazing," says Antoun. "The customizing they have in iExchangeWeb makes my job so much easier."

iConnect is an Ann Arbor-based data management firm that provides software, connectivity, and technical support to major automotive clients as well as those in other EDI-intensive industries. Its unique interface for EDI transactions, iExchangeWeb, simplifies interchange between partners through user-customized Web-based tools.

iConnect's platform is "hybridized" - providing transaction data both in the language of EDI and in human-readable format through any Internet browser. iExchangeWeb gives the Webasto staff a flexible way to monitor and change transactions as well as instant access full archives of past activity.

### 2. Customer Service Beyond the Norm

Another important aspect of a VAN is the help desk support provided for software and connectivity. While one might expect the level of responsiveness of a VAN to be more or less the same throughout the industry, Antoun says iConnect's philosophy towards customer service is in a league of its own.

"Every time I call the iConnect Support Desk, I always feel like I am the only customer they have. They all know me by name and always make sure that I get the help I need, even if it means speaking to the CEO or CIO. They always find a solution for me," says Antoun.

"We never get a recorded operator or go through the prompt systems. I have always had a person answer the phone immediately. I have never had a work ticket number issued to me and I've never had to wait days for some one to get back to me, like you get with competing VANs. I always get a real response from iConnect within minutes of the request."

### 3. Common-Sense Pricing

One might also expect that getting more in superior software and service means paying a lot more, but Antoun finds iConnect's innovative price structure to be just as competitive, as some of the larger VANs, if not more.

"For all the services iConnect provides, it's surprising how reasonable prices are. iConnect is always willing to work with the customer to make them happy, even during economically difficult times," says Antoun. "They actually called me to show how we could rearrange our service package to save money. That action in itself speaks volumes for the company."

### Reliable EDI support for all vendors

Webasto, which specializes in convertible roof and climate control systems, currently boasts sales of 1.8 Billion Euro annually, with 7,900 employees in 50 locations worldwide. Among the biggest 15 suppliers in Germany and trading with hundreds of vendors internationally, Webasto is by any measure an extensive operation. But in the automotive world dominated by a handful of giants, a vendor of Webasto's size may not be the largest client a VAN might have.

Antoun appreciates the fact iConnect does not seem to prioritize customers with larger contracts. "You get a sense that iConnect treats all customers like valued customers." The versatility of the iExchangeWeb, the personalized attention to support issues, and common-sense pricing schemes, she says, would make iConnect a smart choice for small and large vendors alike.

"Over the ten years that I have been in the EDI world, I have used GXS, INOVIS and Covisint Connect and I have never been this satisfied of a customer," says Antoun. "Every chance I get I recommend iConnect, because I truly believe in the company."

### About Webasto-Edscha Cabrio

Webasto-Edscha Cabrio, an international automotive supply company headquartered outside of Munich, Germany with 50 locations worldwide, develops and produces complete convertible, roof and body systems as well as heating, cooling and air-conditioning systems for cars and commercial vehicles. Its customers include almost all of the world's automobile manufacturers. For more information, visit: [www.webasto.com](http://www.webasto.com) ([//www.webasto.com](http://www.webasto.com)).

iExchangeWeb is a Trademark of iConnect Inc. © 2014. If you have any questions or problems with the site, please contact: [support@iconnect-corp.com](mailto:support@iconnect-corp.com) (<mailto:support@iconnect-corp.com>)

[Terms of Use](#) | [Privacy Policy](#)