

EDI Magic

EDI Magic is a framework for doing EDI on Windows systems. EDI Magic consists of a program to setup and manage your EDI system, a service for automated sending and receiving EDI files, plus the components you need for inputting data and any transaction sets you need.

EDI Magic program - A custom program for managing your EDI system, sending or reading files manually, creating new vendor transaction sets, and updating/adding parameters. The EDI Magic program is custom built from a well-used, tested framework and built with only the components you need, making it fast and easy for your manage your entire EDI system.

EDI Magic service – A service that does all your automated EDI tasks (generally most EDI transaction sets can and SHOULD be automated). You can set them up and test them with the EDI Magic program, and with the flip of a switch they can be automated.

EDI Magic components – Components are split into 4 categories: data input (query, file import), data output (query, stored procedures, or files), and the actual transaction sets file read, or file create (ie for sending a 210 you use the EDI210Create component, for reading a 210 file you use the EDI210Read component).

Do you need to do EDI?

EDI is one of the simplest technologies there is, but it can also be incredibly complex.

EDI is Simple	EDI is Complex
EDI is a simple text file	The EDI Specifications Book for 1 version is roughly 1930 pages
Create the file	You know where your data is but how can it be formatted to EDI? EDI is automated, so the file needs to be PERFECT.
Send it to your trading partner	Most large companies insist on specific transmission software
You're done	You're never done. You send an EDI file, they send back a 997, or an 824. Now what do you do?

The problem for most companies is it's difficult, EXPENSIVE, and CONFUSING to get started in EDI. You don't have EDI specialists, maybe you don't even have a tech department.

Most companies start doing EDI because they are forced to by a much larger trading partner. If you're a small manufacturer, you might have just gotten Walmart to buy a product from you, and Walmart won't buy from you UNLESS you update them with EDI. It's the same at GM, Ford, Chrysler, in fact most of

the Fortune 500 companies. So, the bottom line for you is, it might be expensive, it might be confusing, but you don't have a choice.

EDI doesn't have to be complex, it's a simple text file with a specific format, but most EDI companies deliberately confuse the issue. They make a lot more money that way. If you're a small company that only needs to do EDI to satisfy a big company you want to do business with, and you don't expect to need to keep expanding your EDI, then we can find a simple, not so expensive solution for you.

Your trading partner will give you specs you need to follow. EDI spec sheets look complicated, but they really aren't if you break each step down.

Steps to accept EDI Files

1. Receive the document. Most companies will send files to your FTPS or SFTP server.
2. Parse the Document. Parse the EDI file and extract the data to an in-memory dataset.
3. Insert the Data into your system (database or whatever format you need)

Of course, you still need to break down each of these steps and get into the details, however EDI Magic can help you with steps 2 and 3.

Steps to send EDI Files

1. Pull the data from your system. Normally, we'd pull the information from your database, or we can extract it from Excel files or other documents.
2. Compose the EDI file. Using the data pulled plus standard EDI lists compose the EDI file and write it to disk.
3. Send the file. Normally files will be sent using SFTP, but there are many possible protocols including FTPS, HTTP, HTTPS, even email.

Again, each step needs to be broken down into small details before you can actually send EDI files.

When I started doing EDI work, I was constantly appalled by how much the VANS and other EDI companies charged for some very simple work. A Fortune 500 company we worked with insisted we send our EDI files to a certain VAN, but when we worked out the costs of sending all the EDI files for a month, that VAN would have been charging us over US \$10,000 a month JUST for the bandwidth. They charged on a PER Character basis, and it was EXPENSIVE. Sending just this document through that VAN would have cost more than US \$20. We eventually convinced the company to allow another route.

VANS (Value Added Network Supplier) are very expensive. Some VANS charge more than US\$20,000 for a single mapping. Mapping means converting your data from one format to another format, so you need a mapping for each type of file that comes in or goes out. The good news is mapping is done to setup a transaction set, so you only pay for a mapping once for each file type.

EDI Magic

I designed, built and managed a very complex EDI system for almost a decade. During that time, I built hundreds of EDI components. The system I built worked incredibly well, was very efficient, and we could onboard new customers in a matter of hours or days. In many cases, a new vendor could be setup without any custom programming. However like any system the next version would be even better.

EDI Magic is that next version. EDI Magic is a framework that can be built, customized, and compiled

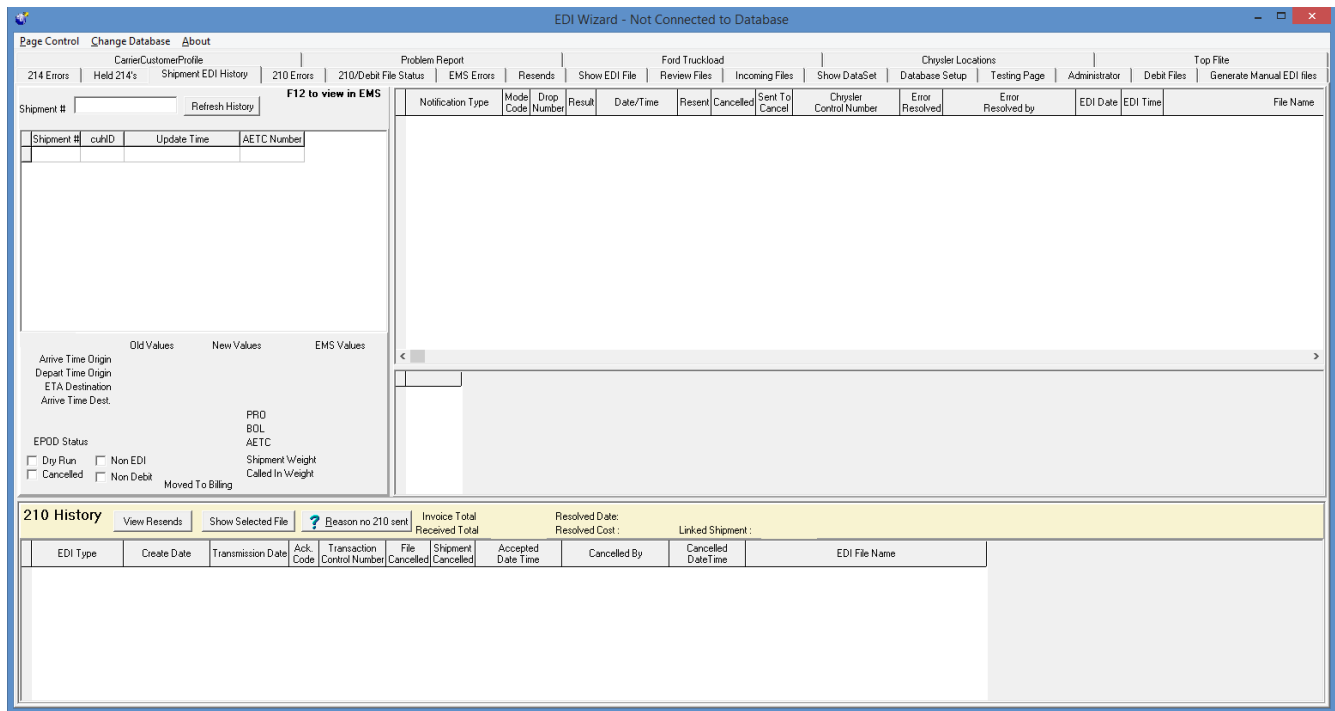
for the EDI needs for a company. When EDI Magic is built for your company it will only include what you need. It can be fully automated, and it includes the tools you need to monitor it.

EDI Magic is a both a program and a Service. The service runs the routines that need to be automated. The program gives you the tools to monitor the Service, change options, send or read EDI files manually, and do anything else you need to do to keep the EDI system running smoothly.

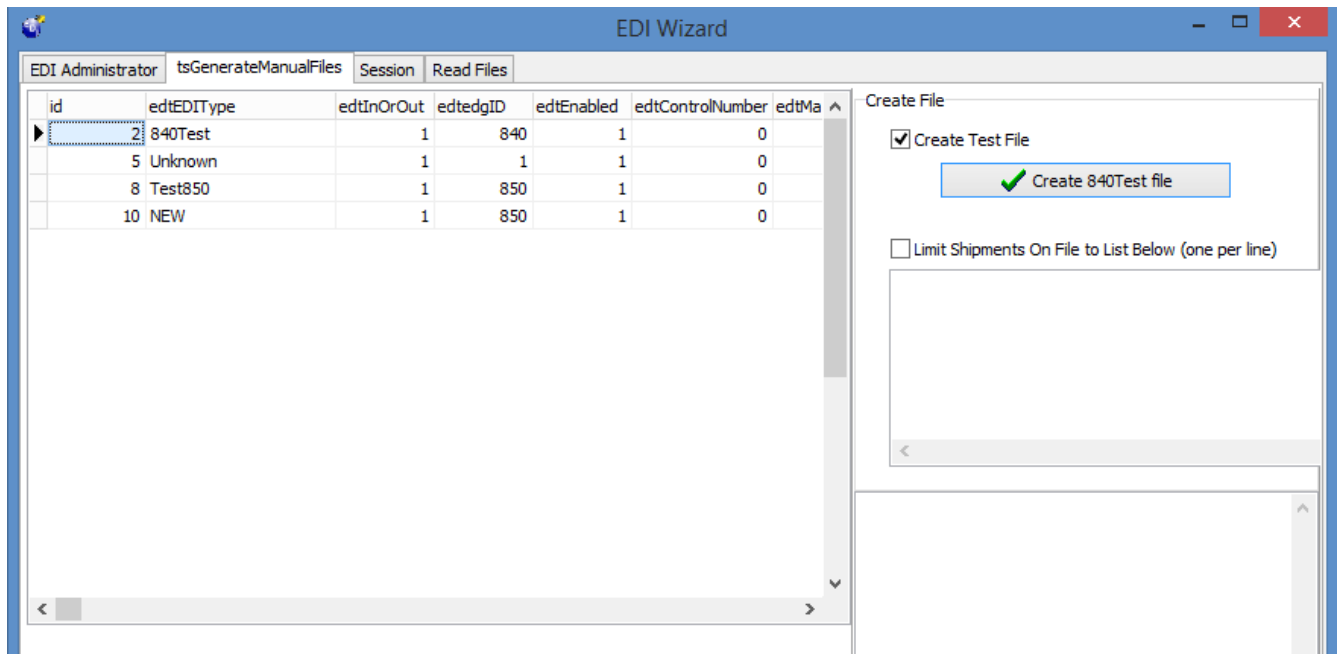
EDI Magic might be a good choice for you if you are a smaller or mid-size company, your EDI needs are limited (less than 20 transaction sets), and you need the data integrated with your current system.

If your EDI needs will continue to grow and expand to many transaction sets and dozens of trading partners, then you will be better served with commercial EDI software (we know it's expensive). However the goal for EDI should be to start with the system you will finish with. You don't want to be put in a situation where you are changing your EDI software after you are in production.

Below is a complex system (but very specialized) system we built years ago.



However, you probably don't need something that complex, or that specific to your business. How about something like this? It handles only the transaction sets you need to do, and can be customized to your needs without costing tens of thousands of dollars.



I've written EDI Magic so that I can quickly customize it for specific needs, and add only the transaction sets needed. EDI Magic is written in Delphi and available for Windows users. I've also written EDI systems in Java and Javascript, but they are not nearly as complete.

If you're sending data, we can pull the data from your database, import an Excel spreadsheet or a text file. If you're receiving data, we can enter it into your database, put it in an Excel file, or customize the solution to your business, all without excessive cost. We've got Query components, Excel Components, and EDI Transaction set components already written. You get the components for free, but pay for the small amount of time we spend adding them to your project and customizing them for your project and your data.

You don't need to pay for the hundreds of thousands of lines of code I've already written, you only pay for the customization you need, and the time we actually spend on your project. Our rates are reasonable, our code is good, and you get all the source code for your project.

I can also do hourly consulting on your project, and if one of my custom solutions is not the best choice for you, I won't hesitate to tell you, and I can work with many of the commercial solutions.

EDI Magic Pricing

The whole idea behind EDI Magic is to be able to offer small and mid-size companies a reasonably priced alternative to VAN's and EDI Implementors who charge a small fortune.

We do not charge for code that is already written. You pay only for the hours of custom programming required.

For instance a small Medical EDI setup might consist of sending 837's or 837p's (Health Care Claim), receiving a 997 (Functional Acknowledgement) for each 837 sent, receiving a 277 (Request for Additional Information), sending a 276 (Claim Status Response), and receiving 835's (Claim Payment Advice).

You would get EDI Magic Framework FREE. That includes the main parts of the program and service, plus any needed components. However, a small amount of custom programming is needed for every component added to the program and service, and you do have to pay for the custom programming. In addition, components that create EDI files will need programming done to extract the data used for the file, and components that read EDI files will need some programming done to insert or update data in your systems.

Normally it will take roughly 5-10 hours of programming for each component added to the program or service to add the required functions, plus another 10-20 hours to setup the transaction set.

Need to talk to someone about EDI? This is the initial information they will need:

- Which EDI transaction sets are you sending (210, 214, 850)? Which do you need to receive?
- Which EDI version (4010, 5010, 6010 or others)?
- For each transaction set, how is it transmitted to you, or transmitted by you (FTP, FTPS, SFTP, HTTP POST, AS2)?
- Do you have the specs from your trading partner (the company you're doing EDI with) for each transaction set? Some companies call them companion guides.
- What are the testing procedures (EDI transactions are considered critical by most companies, so they have extensive testing procedures)?

Please note – throughout this document, I use the numbers and versions of the ANSI X12 EDI sets, however there is also UNEDIFACT EDI, which is similar but not exactly the same. EDIMagic can send either and receive either ANSI X12 or UNEDIFACT.