



CASE STUDY

Modernizing B2B integration and streamlining operations with Oracle Integration Cloud

CUSTOMER

Bradford White

INDUSTRY

Manufacturing

LOCATION

United States

CUSTOMER PROFILE

Bradford White is a leading manufacturer in the water heating industry, based throughout the United States. The company engineers and produces high-quality water, space heating and storage products for professional contractors. With millions of products installed globally, Bradford White is committed to innovation, reliability and customer satisfaction. As the parent company of a number of manufacturing organizations, it includes multiple subsidiaries.

BUSINESS NEED

Bradford White has long relied on Oracle E-Business Suite (EBS) to support core operations—from Financials to Manufacturing. The system is hosted in-house and continues to meet their needs, particularly in supporting acquisition activities. However, the company wanted to modernize how EBS interacts with other systems and trading partners.

Their existing third-party B2B solution was expensive, complex, and lacked the visibility and agility needed to onboard new partners quickly. Bradford White were looking for a more robust, scalable framework for electronic data interchange (EDI) and integration—without disrupting their existing EBS environment.

OBJECTIVES

- Replace legacy B2B integration with a modern, Oracle solution
- Enable faster onboarding of trading partners
- Improve visibility and tracking across B2B transactions
- Empower internal teams to manage and extend integration capabilities
- Support B2C operations with prebuilt connectors
- Deliver ongoing support across Oracle technologies

PRODUCTS & SERVICES

- Oracle Integration Cloud (OIC) implementation
- Training and skills transfer
- Oracle Managed Services

“Inoapps’ consultative approach, technical depth, and understanding of manufacturing operations meant we could modernize our integrations without any disruption to our core systems.”

Glenn Griffin

Senior Vice President & CIO,
Bradford White® Corporation

SOLUTIONS

Inoapps partnered with Bradford White to deliver a modern integration framework using Oracle Integration Cloud (OIC). The engagement included:

- **OIC B2B Trading Partner framework** to replace the legacy third-party tool with a simplified, protocol-agnostic solution that supports reusable components, fast onboarding, and end-to-end visibility.
- **EDI customer setup** to streamline data exchange with key trading partners.
- **OIC training & skills transfer** to equip internal teams to maintain and extend the framework independently.
- **Shopify connector deployment** to support B2C operations for one of Bradford White’s subsidiaries using OIC’s Shopify connectors.
- **Managed Services** to provide ongoing development, integration and APEX support across the Oracle estate.

OUTCOMES

Since implementation, Bradford White has experienced improved supplier collaboration, reduced errors and faster order fulfilment, and have achieved:

- Decreased integration costs by retiring expensive third-party solution
- 60% faster onboarding of new trading partners
- Improved visibility and tracking across B2B transactions with real-time insights
- Empowered internal teams through OIC training and enablement
- Extended Oracle footprint into B2C operations via Shopify integration
- Seamless integration with Oracle on-premises EBS and logistics providers

WHY INOAPPS?

Bradford White selected Inoapps for their deep Oracle expertise and ability to deliver across both cloud and on-premises environments. The partnership began as a Managed Services engagement through Tier1, acquired by Inoapps in 2022, and has over the years evolved into a strategic relationship.

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