

CASE STUDY

Industry:
Global Food Trade & Distribution

Client's Challenge:

Broonson International, a leading global food trading company, faced increasing difficulties in managing international shipments. Disconnected systems — including spreadsheets, shared drives, and third-party tools — created inefficiencies and errors. With critical information scattered across platforms and frequent manual re-entries, mistakes became costly. Broonson needed a unified solution to streamline operations, reduce human error, and simplify order management from start to finish.



Decision Process:

Broonson International needed a comprehensive platform to manage its entire order lifecycle — from sales and shipping documentation to invoicing. After trying solutions like Shipping Solutions for documents, Monday.com for task management, and HubSpot for CRM, they found themselves frustrated by the lack of seamless integration and automation. NEX stood out as the only solution that connected all aspects of their operations into one streamlined system.

Implementation Process:

The NEX team collaborated closely with Broonson to design a tailored workflow solution. By integrating key modules, NEX automated essential tasks such as document generation, reminders, and step tracking. Real-time collaboration across sales, shipping, and invoicing departments eliminated duplicate data entry and reduced manual errors. With full end-to-end visibility, Broonson gained confidence in their operations.

Impact on Operations:

With NEX in place, Broonson reduced errors, eliminated redundant tools, and reclaimed over 8 hours per week. More importantly, they gained control over their processes—no more forgotten tasks, miscommunications, or messy file storage. Every step is tracked, assigned, and documented automatically inside NEX.

Challenges and Solutions:

Broonson tried several solutions—Shipping Solutions for documents, Monday.com for task tracking, HubSpot for CRM—but each lacked integration and required heavy manual input. NEX stood out as the only platform that connected all touchpoints and documents in one place—automating the work instead of just organizing it.

Outcome and Benefits:

Broonson now manages their entire order lifecycle within NEX—without jumping between platforms. Documents are auto-generated and saved, tasks are tracked and assigned, and every user knows exactly what's next. The business is more accurate, efficient, and scalable.

User Experience:

The Broonson team highlighted the time savings, reduction in costly errors, and how intuitive NEX was to use. They especially appreciated that NEX works for them—not the other way around.



At NEX We Believe:

“A software should not be used as a tool where you spend time entering data. It should be collecting data while you do your normal day-to-day operations.”