

CEREBRUM CITY × NOVELTY, INC.
CUSTOMER SUCCESS STORY

Retiring BizTalk with zero downtime and 80% code reuse

OVERVIEW

Novelty, Inc., a Greenfield, Indiana distributor of high-impulse consumer goods, depends on EDI to exchange purchase orders and invoices with dozens of retail partners. With Microsoft BizTalk Server nearing end of life, the platform would soon fall out of support and a full rebuild was neither affordable nor safe. Cerebrum City migrated Novelty to Art2link ESB on Microsoft Azure, reusing roughly 80% of existing BizTalk artifacts. Every integration transitioned with zero downtime. Novelty gained high availability, eliminated server maintenance, and now onboards new trading partners in hours rather than weeks.

● AT A GLANCE

CUSTOMER

Novelty, Inc.

WEBSITE

noveltyincwholesale.com

CUSTOMER SIZE

~140 employees

COUNTRY

Greenfield, Indiana, USA

INDUSTRY

Wholesale distribution / consumer products

PRODUCTS & SERVICES

Azure Service Bus

Functions

App Service

Azure SQL

AI Foundry



Cerebrum City, Novelty, Inc., and Microsoft Azure



Customer challenges

Novelty ran its trading-partner EDI on Microsoft BizTalk Server, exchanging purchase orders and invoices with dozens of retail partners. With BizTalk reaching end of life and support winding down, that platform became a growing business risk. Novelty needed to keep every EDI connection running without interruption, retire aging on-premises servers, and avoid the cost and delay of rebuilding its integrations from scratch on new middleware. Continuity with trading partners was non-

Customer benefits

Every integration moved to Art2link ESB on Microsoft Azure with zero downtime, and trading partners never saw the switch. The cutover ran an estimated three times faster than a rebuild on alternative middleware. Novelty now brings a new trading partner online in hours, including partners that require proprietary EDI formats, and finally has the end-to-end visibility and exception recovery it never had on BizTalk.

THE OUTCOME

Every EDI trading partner stayed connected through the migration, and Novelty now onboards new partners in hours rather than weeks, with end-to-end visibility it never had on BizTalk.

BUILT ON MICROSOFT AZURE

Service Bus

Functions

App Service

Azure SQL

AI Foundry

MEASURED OUTCOMES

Results for Novelty

Zero

DOWNTIME

Zero downtime across the entire BizTalk-to-Azure migration. Every EDI trading partner stayed connected, with no interruption to purchase order or invoice flows.

≈3x

FASTER CUTOVER

About three times faster than rebuilding on alternative middleware, because Art2link reused nearly all existing BizTalk maps and artifacts instead of starting over.

Hours

TO ONBOARD

New trading partners onboarded in hours, not weeks. An upcoming ERP migration is scoped in under a week using Art2link ESB's AI accelerator, with zero downtime for partners.



Partner solution

Cerebrum City migrated Novelty from BizTalk to Art2link ESB, its Azure-native integration platform, reusing nearly all existing BizTalk maps and artifacts with minor adjustments. Art2link ESB runs on Microsoft Azure and uses AI-assisted analysis. The result is a **buildless** platform that delivers high availability and end-to-end transaction tracing, with no servers for Novelty to maintain.

“

Art2link ESB has been a real asset to our business. Its intuitive interface allowed us to implement EDI effortlessly, and the built-in transaction tracking gives us the visibility to manage operations with confidence. Because it is Azure-native, we have no servers to maintain and enjoy no service interruptions.



Cheryl Patterson

Chief of Staff, CPA · Novelty



Azure-native middleware, evolved from BizTalk — ready for your migration.

