

Case Study

Golden State Foods and Starbucks



Golden State Foods (GSF) is a \$4B manufacturer and distributor in the food services industry and the primary supplier for McDonalds and Starbucks Coffee. As one of the leaders in the processing and distribution of produce, bakery and meat products, Golden State Foods has developed a worldwide manufacturing and distribution network of thousands of employees and hundreds of customers.

The Issue - Golden State Foods came to Alphalogix Inc. looking to create an internal intranet enterprise portal complete with business process automation, collaboration capabilities, dashboard technology and effective communication channels to enhance business efficiency between their departments. Additionally, many customers connect to the Golden State Food portal environment allowing them to directly integrate with GSF distribution network. When Starbucks Coffee decided to partner with Golden State Foods to manufacture and distribute baked goods for their retail stores, Golden State Foods needed help to create and implement a customized retail supply portal based on their existing IBM WebSphere Portal platform.

The Solution - Alphalogix provided them with the Alphalogix Complete Enterprise Portal consisting of IBM WebSphere Portal for role-based work environments and document management; IBM Lotus Quickr team spaces, internal wikis and blog discussions allowing employees to collaborate on and with customer accounts; Alphalogix Business Process Automation Integrated Solution comprised of IBM Lotus Forms and Tasica Forms Director by Alphalogix for complete open standards based electronic forms and business logic based workflow; IBM Dashboard Framework for business process data driven dashboards improving overall sales efficiency; and IBM Lotus Sametime, for internal communication, escalation alerts and notification of action items improving communication.

With Alphalogix Complete Enterprise Portal, Golden State Foods can control its vast and dispersed network of employees while lowering operational costs and miscommunication. By deploying departmental portals each department can execute its business processes faster while collaborating internally in real-time. With integration of business process automation, business processes are fed into each employee's personal or departmental portal page providing them action items, electronic forms and approval steps. Real-time data from these workflows then route to departmental dashboards, providing management a clear view of each department's overall status, operational costs and improvement.

The Alphalogix Retail Supply Portal Solution provides individual Starbucks retail outlets the ability to order products and check inventory with the click of a button. As soon as a Starbucks employee logs in, customized portlets for their particular store show current inventory, backordered product as well as current orders. Starbucks employees process orders by selecting the appropriate quantity of the product and select the 'submit' button. If they are unsure about the quantity they would like to order, they can review previous orders through the order history portlet. As soon as an order is placed, the portlet sends data to Golden State Food's JD Edwards inventory management system, querying inventory and delivery lead time. If the products are in stock, the inventory management system automatically processes the order and sends a confirmation e-mail to the individual at Starbucks. When a Golden State Foods employee logs into the portal, the role-based infrastructure displays a different set of portlets including an order management console so they know which Starbucks stores are ordering products. The entire transaction takes place in a matter of seconds and is a vast improvement over the traditional order entry style where Starbucks employees would call or fax their orders to their vendors.

The Results - By using IBM Websphere Portal based Retail Supply Solutions from Alphalogix, Golden State Foods and Starbucks have improved efficiency over the pre-existing paper based solution while simultaneously eliminating the chance for errors during the order entry process. The Alphalogix Complete Enterprise Portal has also improved communication between GSF internally and external as they work with their customers such as Starbucks to process orders efficiently and improve overall productivity.

The Future - Golden State Foods internal portal environment has many opportunities to grow and adapt as GSF acquires partners, new customers and increases from within the organization. The Alphalogix Enterprise Portal and Alphalogix Retail Supply Solution can easily be customized to any one of GSF's departments or customers changing the way they and others in their industry manage their employee and customer networks.

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