

CUSTOMER CASE STUDY

Foodland Keeping Shelves Stocked and Data Synchronized

► CHALLENGE

As a major grocery retailer in Hawaii, Foodland faces the challenge of keeping its item data synchronized with its suppliers. Making this happen requires careful orchestration and a common platform for electronic collaboration. Foodland wanted to electronically trade data with its suppliers to create efficiencies in its supply chain and its 29 grocery stores.

Foodland had been developing and supporting custom-coded interfaces to connect its systems to an AS2 transport, which allowed them to connect to trading partners over the internet. Though the approach worked, it created a lot of work for Foodland's internal technology staff.

"To maintain our competitive advantage, we identified EDI as an opportunity to create efficiencies within our supply chain and maintain data integrity," said Ryan Yonamine, business analyst for Foodland. "We wanted a solution that would enable us to leverage technology and reuse solutions that we build."

"We decided it was time to evaluate an integration software offering that would enable us to quickly set up trading partnerships and that would be flexible enough to meet the various requirements of our vendor community. Using integration software, once you set up one trading partner for a process, you are 80% through with setting up additional ones," continued Yonamine.

► APPROACH

After determining an in-house approach was not a viable solution for their long-term integration needs, Foodland began evaluating integration software offerings in the summer of 2005. Foodland developed a list of "must have" requirements which included: high functionality of data mapping and translating, secured data transports (AS2), transmission monitoring, simple development tools and exceptional customer support.

In addition, Foodland wanted an offering that could address their current needs and be able to handle additional requirements as they arose. For example, though it primarily needed business-to-business integration up front, over time, if it wanted to do more internal application integration, the offering is able to handle that requirement as well.

Business Challenge

Foodland wanted to electronically collaborate with its suppliers to create efficiencies in its supply chain and its 29 grocery stores.

Why Boomi?

Foodland is able to maintain the system and connect to additional trading partners with only one programmer! This is possible due to Boomi's focus on visual integration – an approach that makes it possible to connect applications and trading partners on a computer screen without any coding.

Foodland looked at numerous integration and EDI vendors. They came across Boomi when SofTechnics, one of Foodland's existing IT vendors, recommended Boomi. Based on the recommendation and a technical evaluation, Foodland selected the Boomi Visual Integration Platform™.

► RESULTS

All together, it took Foodland approximately two weeks to install Boomi and get trading partners online. This was accomplished by a single Boomi consultant and one Foodland IT staff member.

Yonamine commented, "Trading partnerships are faster and easier to set up. There is little programming, therefore you don't have to invest time in learning a programming language that can sometimes slow down the development phase. For example, if you have to make a change to a data map, you don't have to write lines of code to make a simple change."

Foodland has a host of internal applications connected to the Boomi platform, including an application for pricing, store on-line ordering, DEX/NEX receiving, bank and credit card reconciliation, sales auditing and reporting.

Foodland is able to maintain the system and connect to additional trading partners with only one programmer! This is possible due to Boomi's focus on visual integration – an approach that makes it possible to connect applications and trading partners on a computer screen without any coding.



"By deploying the Boomi Visual Integration Platform, Foodland now has a robust and reliable integration/EDI solution. Not only does it handle the B2B and application integration we need it to, it can be maintained by a small IT staff. And any time we've needed help from Boomi to answer a question or help us with a technical fix, they've been easy to reach and have provided us with quick answers," commented Yonamine.

Today Foodland is able to better support its stores and its trading partners by deploying a flexible integration offering. "We're in the process of determining the specific ROI for the system, which is never an easy thing to do, but anecdotally, I can say its working and its working well. Foodland is operating more efficiently than ever and we are prepared to deal with future growth," concluded Yonamine.

Applications Integrated

Foodland has a host of internal applications connected to the Boomi platform, including:

- Pricing Application
- Store On-line Ordering
- DEX/NEX Receiving
- Reconciliation Application
- Sales Audit Solution
- Daily Sales Reporting

 Using integration software, once you set up one trading partner, you may be 80% through with setting up additional ones. 

Ryan Yonamine,
Business Analyst,
Foodland