



ePartners Success Story

America's leading single-cup office coffee vendor branches out to the home market with state-of-the-art eCommerce system

"At Keurig, we believe in Hard Work, Smart Work, Team Work—with ePartners we get a team that does all three—true Partners! By having ePartners manage our applications (accounting, eCommerce, and Customer Relationship Management), we can focus on serving our customers better and growing our business."

Calli Prendergast, Vice President of Information, Systems Keurig Inc.



KEURIG® Keurig's premium coffee system provides home consumers, offices and food service locations the opportunity to offer Coffee House Taste by the Cup™. Keurig's patented technology allows individuals to brew their preferred variety of fresh coffee on demand in just 30 seconds using a K-Cup that contains a single portion of ground gourmet coffee and filter paper. Keurig is the #1 single cup office coffee system in North America with more than 600,000 Keurig Brewed™ cups of coffee enjoyed each day in offices.

The Challenge

Keurig traditionally sold their Away From Home (B2B) product line through a number of Keurig Authorized Distributors (KADs). This sales model worked well when Keurig only sold through distributors but was limited in its reach due to overhead and the local nature of the KAD's. With their current infrastructure, Keurig could not effectively distribute their new line of At Home (B2C) products to the consumer market.

Keurig determined that in order to successfully launch their At Home product line they needed to build a fully featured, state-of-the-art eCommerce system. They expected the eCommerce site to serve both the B2B and B2C market and required the system to be able to process the large number of transactions Keurig handled per day and leave room for the large amount of projected growth in sales. Keurig also determined that they could reap enormous cost and efficiency benefits by integrating the eCommerce system with their back-end ERP and front-end CRM systems. The company's top requirements were ease of use, high availability, security and performance.



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The Integrated Solution

Keurig evaluated many technologies and decided that a system based on Microsoft technologies would enable them to meet their business goals while keeping total cost of ownership as low as possible. Keurig contracted ePartners, the world's most respected Microsoft-based software and services consultancy, to design and implement a system consisting of an integrated suite of Microsoft products. ePartners worked with Keurig stakeholders to understand their needs and design a system that met their requirements. The complete solution included a system based on Microsoft Dynamics™ GP (formerly Great Plains), Microsoft Commerce Server, Great Plains Siebel Front Office and Microsoft SQL Server. ePartners then built the system which includes a highly customized, easy to use and professional looking B2B and B2C eCommerce site with full integration to Great Plains and Great Plains Siebel Front Office. The solution is deployed in an Application Outsourcing (hosted) model for high availability and access throughout the world through ePartners and Data Return.

The Results

Keurig saw the immediate benefit of their eCommerce system with the wildly successful launch of their At Home product line. The eCommerce system served as the only means of order entry for the consumer marketplace and allowed Keurig to sell record numbers of K-cups and brewers.

The system also increased the efficiency of Keurig's Customer Service Agents (CSAs) by enabling them to gain direct access to the customer's order without having to wait for a report from Accounting. Issue resolution times decreased significantly, which resulted in higher levels of customer satisfaction. The accounting staff also gained in efficiency as they no longer had to retrieve order information for CSAs.

The hosted nature of the system has allowed Keurig to keep IT costs low, maintain high availability and focus on their true business of selling high quality coffee systems. The entire system serves as the foundation for Keurig's ongoing business and has allowed Keurig to keep pace with the tremendous growth it has undergone over the years.



After more than a decade of arming its customers with a competitive advantage, ePartners has established itself as the largest global Microsoft Business Solutions consultancy in the world. From aligning their clients' business and IT strategies; to improving business processes; and deploying and supporting solutions that accelerate business results, no other Microsoft Business Solutions partner offers more comprehensive information technology solutions and services than ePartners. Last year alone more than 300 leading companies spanning 45 industries, turned to ePartners for strategic business solutions and consulting services. Visit epartnersolutions.com to view additional case studies

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