



CASE STUDY

Digibee integration platform helps supermarket chain increase online sales by almost \$2m monthly

Overview

A large international supermarket chain consisting of over 800 stores, 5 distribution centers, and 7,000 employees sought to optimize online sales. The pandemic created an immediate need for food retailers to offer online ordering and delivery services for consumers.

To maintain sales and stay competitive, the company intended to partner with a third-party food delivery provider, requiring effective integrations which Digibee would provide.

Central Challenges

- Proprietary POS ordering system was too manual and didn't integrate well with potential marketplace partners
- The potential complexity and maintenance of integration builds was daunting - which is common when attempting to integrate proprietary, internally developed technologies to outside partners
- After months of research, the team found that the pricing models of traditional integration tools were too front-loaded with high licensing costs - requiring a premium before any results were provided
- Creating a convenient way for customers to order online quickly to keep with shift in buyer behavior

Customer Profile

Industry:
Retail

Number of employees:
~40,000

Annual Revenue:
~\$7.8 billion

Goal

- Maintain and increase sales during the dramatic customer behavior dynamic shifts caused by the pandemic
- Automate legacy manual processes and integrate them with partner applications
- Integrate a legacy proprietary in-house POS (point of sale) system in an agile, scalable, repeatable way

Solution

The IT leaders were impressed by Digibee's business model. A proof of concept was delivered prior to investing in the solution, and integrations were paid according to consumption.

The work was scoped and executed by forming a cross-functional team of internal employees and Digibee architects.

"The pilot was successful, and we saw the need to integrate everything: from capturing the order, passing the products through to the cashier, selling, and financial reconciliation. All of this would only be possible with the implementation of an integration layer," says an IT Business Partner at the supermarket chain.

The company's point-of-sale systems were proprietary, which made integration with the online food delivery vendor more complex. The deployment of the Digibee eiPaaS helped remove manual data entry - with the inevitable possibility for errors - by automating the steps.

Digibee's integration was a success. System connectivity between logistics software and SAP kept business compliant with electronic bills of lading. Management and control of freight costs happened within the platform. Zero discrepancy corrections were necessary, proving a drastic increase in reliability throughout the process. So much so in fact, that it began rolling out integration and routing systems to other distribution centers in the chain.

Results

- Successfully integrated the food delivery platform
- Generated growth of online sales to \$2million annually
- Enabled launch of internal app for consumer loyalty and marketing
- Integration between customer orders and tax software
- Integrated logistics management software with SAP, eliminating the manual processes that were involved in extracting information from one to the other.

"In the other platforms analyzed, we had to pay an annual license and adopt extensive contracts. At Digibee, we pay as we grow and as we add new projects",

- IT Business Partner