



The Christie Cookie Company Places Cookies with Web Customers

Assist WebStore Integrates Web Order System with Existing Operations

The Christie Cookie Company is known for gourmet versions of everyone's favorite cookies. Christie Cookie uses only the finest ingredients; French chocolate, fresh nuts, real butter, and tender raisins and they offer their customers a range of elegant gift packages and unique corporate gifts. Christie Cookie has thrived in the retail, mail order, and wholesale markets, serving both consumers and businesses with their delicious creations. Perhaps their best-known customer is The Doubletree Hotels, where guests are greeted with the Doubletree signature chocolate chip cookies manufactured by The Christie Cookie Company.

When Christie Cookie wanted to expand their sales channel to the Web, they wanted a solution that could be easily integrated with their existing order management, fulfillment and accounting systems, was easy to maintain and allowed for growth as their business continued to expand. Also high on their list was the need to have a simple and easy-to-use site for their customers.

Required: A solution that could easily integrate with and enhance their existing order management system.

The solution not only had to complement its existing technology, but it had to automate the process of bringing sales orders entered on web sites to back-end order processing systems. On top of these requirements, Christie Cookie wanted to insure the system would automatically update web sites as SKU's were added, deleted or changed in the back-end system - they wanted to be able to update all sales channels from a single input point, rather than manage their Web sales as a separate business operation.

Introducing Assist WebStore

There have been many eCommerce order entry systems introduced into the market over the past few years but a number of issues made those the wrong solution for Christie Cookie. They were too expensive; required a separate IT

infrastructure; were not easy to integrate; were not robust; or they locked Christie into closed architectures... and on and on.

For many years Christie Cookie successfully used the Assist Order Processing, Direct Response and Financial applications as its back-office suite. Seeing the needs at Christie Cookie, Assist presented WebStore, and after careful consideration, Christie Cookie decided to take Assist to task. The reason: Assist WebStore would not only provide the most efficient and cost effective solution, but it brought the requisite flexibility, scalability and power needed to accomplish the goals of The Christie Cookie Company.

Assist's import process ties WebStore to existing back office systems so Christie Cookie could have a single point of maintenance to easily change items, prices, graphics, categories and

subcategories once - and not worry about separate maintenance of catalog and web order management systems.

Assist WebStore is a world-class e-commerce system, complete with: shopping cart, check out, new customer registration, existing customer login, address book, order history, category navigation and drill-down capabilities with product display and search functionality.

Assist WebStore uses popular, open software standards such as Apache Web

Server and Red Hat® Linux to achieve a cost-effective and broadly supported solution that will meet the needs of Christie Cookie as their e-commerce business grows. WebStore can be integrated with a variety of back office management systems, providing Christie with the flexibility to grow with any solution of their choice in the future. And best of all, the cost of the total solution - including the implementation, was far less than comparable Web based order management solutions.

The Outcome:

The Christie Cookie Company now has a complete electronic commerce solution that utilizes a dynamic, seamless interface between the web and their business applications. This eliminates the need for costly, time-consuming, error-prone steps between receiving a customer order and shipping that order out the door. Everything is now fully automated. Sales orders flow directly from the web page shopping cart to the Assist order processing application - with no manual re-entry of web orders required.

Christie Cookie customers get all the benefits of real time ordering offered by the Web and with Assist WebStore's easy to use interface, customers are able to easily track the status of their orders online-all in real-time. Plus the solution is simple enough for Christie Cookie's customers to maintain their own profiles and even enter different shipping addresses for their gift accounts.