

# Dean & DeLuca finds solution with Cayenta

Order processing capabilities shift into high gear with Cayenta Assist

assist

case study

As one of the preeminent purveyors of gourmet food and kitchenware worldwide, Dean & DeLuca has garnered a reputation for excellence in retailing. When an ambitious e-commerce and catalog launch was initiated, their service began to slip and it quickly became apparent their current order processing system could no longer handle the increased transaction volumes and order processing variables. It was time for Dean & DeLuca to take their systems to the highest level. After an extensive technology search, they selected Assist Commerce Management Software and services from Cayenta.

## **Wanted: Fully Integrated System**

In addition to being limited by the number of active orders that could be in their system at any one time, prior to installing Assist, Dean & DeLuca had no interface between their web site and their backend order processing system. Of course, the orders had to be manually re-entered into the order processing system. Dean & DeLuca wanted an automated system that would allow them to minimize system errors and increase the efficiency of their operations.

With Assist the number of orders that can be processed is only limited by the size of your computer, and the integration between the WebStore and Order Entry modules in the Cayenta Assist solution is completely seamless, so orders flow right to the order processing system when the customer clicks the purchase button. But more than just being interfaced to their own web site, Cayenta helped Dean & DeLuca create interfaces to the web sites of other companies, like Epicurious.com, that also takes orders for Dean & DeLuca products. Now the majority of web based orders automatically flow into one central order processing system. Dean & DeLuca was equally pleased that all financial modules were fully integrated with the order processing and inventory systems. And the fact that it comes as standard equipment in Assist to create consolidated financial reports even made the accountants happy customers.

## **Coffee-of-the-Month, Made Simple**

Another feature that comes as standard equipment in Assist is the ability to handle “continuity orders”, which made it simple and fast for customer service representatives to enter “goodie-of-the-month” type sales orders. By entering just one SKU, all items that are to be shipped for each month’s delivery automatically populate the sales order with the appropriate SKU’s and shipping dates. Assist even supports the ability to load “phantom” item numbers. For example, if it is not yet known in December what crops will be available in August, phantom items automatically populate the order for those months where items are not yet known. These items would then be automatically replaced later when it is finally known what coffee will be popular in August.

## **Packing of Orders No Longer a Puzzle**

During the installation process, Cayenta worked with Dean & DeLuca to find ways to more efficiently process and ship sales orders within the warehouse.

It was discovered that it is not unusual for a customer to order frozen, refrigerated, and dry products all on one order. However, frozen and refrigerated foods are often packed and stocked in larger, specially insulated boxes, and thus were typically shipped separately because it was often too time-consuming to try and figure whether multiples of these type of boxes could fit in a

larger shipping box — especially if odd size dry products were also being shipped. Of course, shipping multiple boxes on an order where it may not be necessary is more expensive and time-consuming, and creates another variable where problems can occur.

Cayenta helped Dean & DeLuca create a picking process in Assist called “box-in-a-box”. With box-in-a-box, dimensions and weights are kept in the system for each SKU. When pick tickets are created, the system automatically calculates and prints right on the pick ticket which items can fit into the smallest shipping cartons for the most efficient shipping configuration.

Additionally, the multiple inventory location capabilities of Assist allowed high-volume items to be stocked next to each packing location for easy access, thus dramatically reducing the distance

each order needs to travel around the warehouse. On top of this RF scanners were implemented to scan items as they were pulled from the shelves and placed in the box. When the item is invoiced, it is automatically removed from the Assist on-hand inventory records.

### **Settling for Nothing Less Than the Best**

Those who buy from Dean & DeLuca demand the finest products available and impeccable service. And in turn, that is what Dean & DeLuca purchased and received in their Assist solution from Cayenta.

To find out more about Cayenta Assist, visit us at: [www.cayenta.com/multichannel](http://www.cayenta.com/multichannel) or call 1-800-337-4056.

## Executive Summary

<b>Problem</b>	<b>System capabilities could not keep up with growing multi-channel business; lack of integration between web, order processing and financial systems</b>
<b>Solution</b>	<b>Assist Commerce Management software integrates web site to back-end order processing to financials</b>
<b>Benefit</b>	<b>Double-entry of orders is eliminated; manifold increase in order processing capability; financials instantly reflect all aspects of company</b>

Find out more about Dean & DeLuca and Cayenta at: [www.dean-deluca.com](http://www.dean-deluca.com), and [www.cayenta.com/multichannel/](http://www.cayenta.com/multichannel/) or call **800.337.4056**.