



Cost reduction: 98% of orders received online

60

million euros sales
in 2018

6

million meals
a year

98%

of orders received
online



CHALLENGE

- Receive orders exclusively online
- Create an attractive shop interface with excellent usability
- Provide customer account functionality with support for budgets, roles, and rights
- Provide consistent and up-to-date pricing at all times
- Enable fast response even for large orders with more than 1,500 items

SOLUTION

- Intershop Commerce Platform with state-of-the-art B2C usability and powerful out-of-the-box B2B features
- Future-proof, scalable e-commerce environment that supports Daily Fresh Food's future growth ambitions
- Persona-oriented approach to ensure the best customer experience along the buyer journey
- Integration with the ERP system for real-time information on prices, conditions and product availability

ABOUT DAILY FRESH FOOD

Daily Fresh Food is the largest supplier of fresh products in the southern Netherlands. The company produces a variety of 15,000 fresh food products and ready-made meals. More than 600 business customers are served on a daily basis. The customers range from diners to restaurants and from retirement homes to academic hospitals.

Over years of continuous growth, Daily Fresh Food has created a perfect fulfillment chain—from ordering to processing to on-time delivery. A full 98 percent of orders are now received online, using Intershop Commerce Platform.

www.dailyfreshfood.nl

If you're planning to set a record for a 200-km swim, your nutrition has to be perfect. This feat was achieved—on the second attempt—by Dutch Olympic swimmer Maarten van der Weijden. Gold medalist in the men's 10-km open water marathon in Beijing 2008, Van der Weijden was the first person to swim the entire length of the Elfstedentocht ("Eleven Cities Tour"), a legendary skating course in the Netherlands consisting of canals, rivers, and lakes. Daily Fresh Food provided meals and beverages for the record-setting swim, which raised more than 6 million euros for cancer research.

When not helping athletes to set new records, Daily Fresh Food is busy with its core specialty: high-nutrition meals for the elderly. As part of that service, this family-owned company based in the Dutch city of Limburg caters to the special dietary needs that are common among seniors, including lactose-free, gluten-free, low-salt, and low-calorie plans. Most of the company's clients are retirement homes, often with hundreds of residents, each of whom may

have very specific nutritional requirements. Preparing and processing orders can therefore be a very complex task. Most of these orders are extremely large, consisting of countless line items—in some cases, well over a thousand. So, as well as being an expert in healthy nutrition, Daily Fresh Food had to master the art of order processing.

98 percent of orders are received online

In addition to diet and nutrition specialists, the Daily Fresh Food team thus has a dedicated e-commerce architect. Roel van Alebeek is responsible for all aspects of the order process as well as data quality. Customers are encouraged to order online, which improves efficiency and accuracy. "We're proud that 98 percent of orders are now handled online," says Van Alebeek. "That provides an excellent basis for reliable delivery, and ordering is quick and convenient for our customers. Firstly, our shop has the look, feel, and usability that customers are familiar



with as B2C consumers: excellent navigation plus structured and personalized information. Secondly, we've included a range of features that specifically support B2B procurement."

B2C and B2B in a single shop

To optimize the efficiency of B2B transactions, Intershop provides features such as order templates for both daily and weekly use as part of the customer account area. There are also product images so customers can visualize their orders, icons indicating quality, and pop-ups with information like calorie count or carbohydrate content. Weekly orders are clearly laid out and can be processed quickly, regardless of volume: "For our customers, it's important to submit orders quickly, even if those orders are large," says Van Alebeek. "So our shop has to be able to process as many as 1,500 line items in a very short space of time. In the past, this would take several minutes to do; today, our average load times are under one second."

Relaunch in less than 80 working days

"We've been using Intershop since 2016 and it's been an important platform for our ongoing growth," says Van Alebeek. In 2018, the company upgraded to version 7.10 of the Intershop Commerce Platform, which offers a number of import-

ant new features. "We wanted even better performance—and a PWA (Progressive Web App) is also an excellent platform for implementing new services," says Van Alebeek. For example, the ability to place orders for new patients from a mobile device. With the Intershop PWA, mobile users can access the online shop quickly and easily. "Volatile hospital populations represent a particular challenge for our business because every new patient has their own individual needs. With the PWA, our customers can enter the order at the patient's bedside, making it easy to provide a personalized service despite frequent changes in service users," explains Van Alebeek. Once an individual order has been entered, it is combined with others to create a single bulk order. While many organizations still use paper forms to collect orders, digitalization of this process has reduced workloads enormously.

Consistent Microsoft environment

Upgrading to the new version of Intershop Commerce Platform took around four months to complete. Van Alebeek was delighted with the process: "We had fantastic support from two Intershop partners." KPMG Crimsonwing migrated the data, while Fenego—part of the Xplore Group—was responsible for customization as well as security and performance testing.

As part of the upgrade, Daily Fresh Food switched from an on-premises Oracle database to a hybrid SQL Server solution. "It's just a better fit with our IT landscape," explains Van Alebeek. "We already use a range of Microsoft products, so it made sense to move to SQL Server."

The new, more homogeneous architecture has given Daily Fresh Food a considerable boost in performance. Response times are short—even for very large orders—and platform stability is good. The company is now perfectly placed for future growth and is already attracting interest from a number of new retirement/nursing homes and hospitals.

"We've been using Intershop since 2016 and it's been an important platform for our ongoing growth."

Roel van Alebeek, E-Commerce Architect at Daily Fresh Food

ABOUT INTERSHOP

Always nearby

Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.



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