



Decision Resources, Inc.

Results. No Surprises.



Tate's Bake Shop



The “Bake Shop Way” is the Tate's Bake Shop commitment to uncompromising quality and bake-craft. This commitment shows in the long lines outside of their Southampton, NY store. Voted the Best Bakery in the Hamptons for years, today's loyal customers can find Tate's Bake Shop cookies in retail grocery chains across the country. Founded in 1980 by Kathleen King, who started selling cookies out of her parent's Long Island farmstead

when she was 12, Tate's Bake Shop is now known not only for those amazing crisp and buttery chocolate chip cookies, but also for their award-winning line of gluten free baked goods. Today, Tate's produces over 1 million cookies per day!

Implementing a new system

When the company outgrew their small-business software in 2016, they knew that they needed a system that could handle their manufacturing and business needs, while integrating to their popular online store. They also knew that they wanted the flexibility that a Cloud-based system could give them. The Tate's team chose the Infor CloudSuite Process system, and went live on the system in January, 2017.

Tom Pawluk, Tate's CFO, said that the new system came with a big learning curve. CloudSuite Process forced a level of discipline across the company that had not been required in the old system. Team members spent between 5-10 hours per week learning the system, beyond their normal duties. Pawluk advises companies going through new system implementations of this scope to ensure that mid-level managers through the executive team are committed to the process. “The users are only as committed to the process as their managers are,” says Pawluk. In areas where the mid-level managers were deeply involved in the process, there was less need to revisit decisions that were made early-on in the process.



Important Integrations

The team at Decision Resources was critical in ensuring that the CloudSuite Process system was fully integrated with the Tate's supply chain, through an EDI system, and with their e-commerce system. Prior to the CloudSuite Process implementation, orders coming in via EDI and through the online web store would be manually re-keyed into the production system. 91% of Tate's revenue comes from the commercial market, through wholesalers or direct to retail chains, and many of those organization require or prefer to send information via EDI.

"Prior to CloudSuite Process, we were limited in our ability to use EDI with our customers. Now, we are trying to get as many customers as possible to place orders via EDI because it is completely integrated with our CloudSuite Process system"

Tom Pawluk
CFO

DRI already had a built-in integration to the SPS Commerce EDI platform, which Tate's is using, but the integration to their Magento e-Commerce system needed to be customized. The DRI Integral DataBridge was used by DRI's team to build the integration between Magento and CloudSuite Process. Now the on-line orders move seamlessly into CloudSuite Process, creating production requirements and other appropriate transactions.

The future

As Tate's continues to grow, the team at Tate's is interested in more fully implementing the warehouse management features within CloudSuite Process. The first step here is to begin using hand-held barcode scanners – planned for early 2018.

While Tate's sales team operates very effectively currently, they are considering using the CRM features within CloudSuite Process at some point in the future as well.

With 24 rack ovens and 2 band ovens, Tate's continues to grow and expand their use of their new ERP system. Those ovens turn out over 1 million cookies a day. If you haven't tried one yet, you should!



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