



### 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 parents' 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 its small-business software in 2016, they knew that they needed a system that could handle their manufacturing and business needs while integrating with their popular online store. They also knew that they wanted the flexibility that a cloud-based system could provide. The Tate's team chose the Infor CloudSuite Process system and went live in January 2017.

### Important Integrations

The team at Decision Resources was critical in ensuring that the CloudSuite Process system was fully integrated with 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 had to 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 organizations require or prefer to send information via EDI.

Decision Resources 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 Decision Resources Integral DataBridge was used by their team to build the integration between Magento and CloudSuite Process. Now, online orders move seamlessly into CloudSuite Process, creating production requirements and other appropriate transactions.



"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



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 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.

### A Look Forward

Over the past few years, Tate's Bake Shop has experienced unprecedented growth, quadrupling their annual sales over 5 years, expanding their locations, increasing their number of retail partners, and increasing their team size to accommodate their increased volume. As part of their growth strategy, Tate's was acquired by Mondelez International Inc in 2018. This strategic acquisition by Mondelez allows Tate's to continue to reach new customers all over the world while receiving additional resources to accelerate growth and meet intense production demands.

As part of this acquisition, Tate's Bake Shop is actively migrating their ERP and tech stack to match that of their new parent company. At Decision Resources, our passion is fueling growth for American Manufacturers and nothing makes us happier than to see our clients reach these incredible milestones.

We are proud to have partnered with and supported Tate's expansion over the years with the right technology, smart manufacturing processes, business intelligence tools, and proper planning, logistics, and fulfillment software. Tate's is a prime example of how the right products and the right team accompanied by the right ERP can achieve any growth target placed in front of them.

Our team has remained a collaborative partner throughout this merger and could not be more proud of the growth trajectory of Tate's Bake Shop. On behalf of the entire Decision Resources team, we wish Tate's Bake Shop continued success and hope to see their delicious cookies in every US grocery store in the years to come.

If you haven't tried their cookies yet, you should!

Tate's Bake Shop can be found online at: [www.tatesbakeshop.com](http://www.tatesbakeshop.com)

Click here to watch their transformation story: [Watch Now](#)



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