



Thrifty Foods' Secret Recipe for Commerce Success

Grocery Innovation Online and In-store



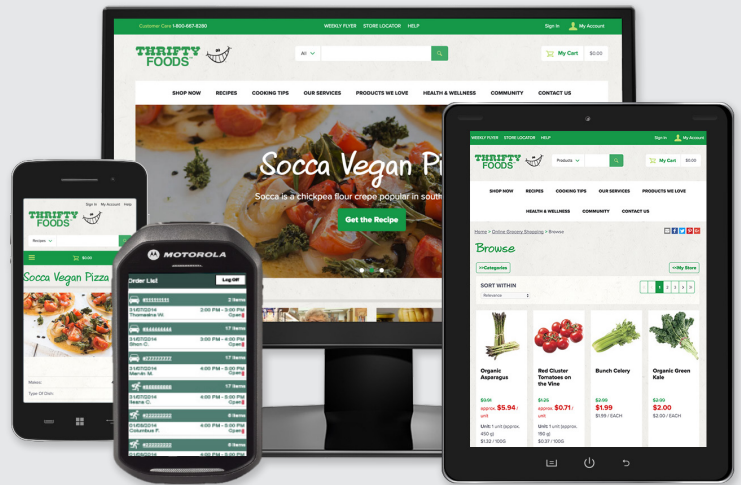
Thrifty Foods (a Sobeys Inc. banner) has been keeping food-savvy customers happy on Canada's West Coast since 1977; and are early adopter in the online grocery space since 2004. They're the largest private employer and grocery chain on Vancouver Island with 25 stores.

Like all Sobeys banners making up the 2nd largest national grocery chain, Thrifty Foods is committed to putting customers first. But their online presence needed revamping, and their outdated ecommerce platform was impeding their ability to compete. Fortunately, they were able to leverage Sobeys' investment in a national, unified e-commerce solution, built on the Orchestra Commerce Cloud.



"We needed a commerce solution that could unify the flow of orders from checkout to fulfillment, whether online, from the call center or in-store, and Orchestra Commerce Cloud offers all the capabilities. Not only are our customers enjoying seamless shopping journeys and on-time delivery, but our in-store staff have the tools they need to optimize picking, manage specialty orders, and offer customers a more personalized service."

Christian Arbez, Marketing Director at Thrifty Foods



CHALLENGES

With a decade-old, home-grown online grocery solution, Thrifty Foods was limited in terms of functionality. They also found it difficult to compete with more modern players to deliver the online shopping experiences today's consumers want.

- ▶ Customers had various accounts because the transactional platform was completely separate from the corporate website.
- ▶ Customers were not receiving the latest promotions and offers because the product offering was disconnected from the back office.
- ▶ With paper-based order fulfillment and manually managed delivery truck routing, the risk of errors was too costly.

SOLUTION

ANYWHERE, ANYTIME SHOPPING

With a modern, responsive website, Thrifty Food's customers appreciate a seamless grocery shopping journey at home on their PC, on their tablet while commuting, and mobile device in-store. With integrated products, customer account information, order history and preferences, shopping is fast, easy, engaging and inspiring.

TARGETED PRODUCT OFFERINGS

Being able to integrate corporately-managed product information with localized, banner-specific (and even store-specific!) ecommerce is the *crème de la crème* for online grocery. Now, Thrifty Foods' customers see the same products, offers and promotions on any device, in digital flyers and in their favorite store. Plus, integrated inventory management keeps product availability in sync across touchpoints.

ORDER MANAGEMENT AT ITS BEST

One of the most complex aspects of grocery commerce is order management. Especially for a unique omnichannel retailer like Thrifty Foods, covering a vast territory, with 26 brick & mortar locations, a growing online grocery business, a popular catering service, and remote ghost stores. Now, customers and staff access the same information centralized in Orckestra Commerce Cloud to create and manage orders, view customer order history, see available product assortments, and schedule deliveries.

COMPREHENSIVE PICK & PACK APPLICATION

Improving the picking process is critical to maximize bottom line productivity, especially with the typically low gross profit margins across the grocery retail industry. One of Sobeys' key business objectives is to give its brands a way to replace their paper-based order picking and packing, to minimize human error and accelerate the fulfilment process. Orckestra Commerce Cloud's Pick & Pack solution was deployed in all online-enabled Thrifty Foods stores, leveraging their existing handheld scanners, and integrating with the POS system.

RESULTS

▶ **Loyal customers and new business:**

Thrifty Foods is making grocery shopping engaging and fun, as well as convenient.

▶ **Upsell and cross-sell opportunities:**

Unified e-commerce and corporate sites provide a global view of customers, products and order history.

▶ **Streamlined order management:**

Online and offline orders flow through the same fulfillment process, from creation to shipment routing and delivery dispatch.

▶ **Operational efficiencies:**

Innovative Pick & Pack application enhances customer loyalty with every accurate and on-time order.



Orckestra is a leading provider of modern commerce solutions, offering a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. Built on the Microsoft Azure open cloud, our Commerce Orchestration™ platform establishes a unique central commerce layer that unifies all retail systems and customer touchpoints, and helps enterprise organizations grow their business successfully in the global marketplace. We fuel digital innovation for leading retailers, grocers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs, and maximum revenue growth.



Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 108 years. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys, its franchisees and affiliates employ more than 125,000 people. The company's purpose is to *help Canadians Eat Better, Feel Better and Do Better*. More information on Sobeys Inc. can be found at www.sobeyscorporate.com.

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