

▶ **Mother Parkers® Tea and Coffee, Inc.**

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— HARRY HASTILOW, DIRECTOR, INFORMATION TECHNOLOGY
MOTHER PARKERS TEA AND COFFEE, INC.



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—TONIA SALVATERRA, MANAGER, INTERNET APPLICATIONS, MOTHER PARKERS TEA AND COFFEE, INC.

► efficiently connect customers and suppliers with your company.

Business Issues

Mother Parkers Tea and Coffee, Inc. needed a way to streamline its interactions with both suppliers and customers. To stay competitive, the company had to offer its customers the option to use the Internet for submitting orders and efficiently managing the order process electronically. Similar enhancements were called for on the supply side, where Mother Parkers needed to find ways to replace paper-based processes with new, more efficient electronic processes.

Mother Parkers chose to implement SSA Supplier Collaboration and SSA Collaborative Order Management as strategic solutions in the company's overall IT initiative to use the Internet whenever it will benefit customers, suppliers, partners and employees.

The Company

For almost a century, Mother Parkers Tea and Coffee, Inc. has been a leader in supplying high-quality tea and coffee products to distributors, retailers and food service organizations. What began in Canada as a wholesale grocery distributor under the Higgins & Burke name has grown to become one of the largest, most responsive, and most successful family owned tea and coffee companies in North America. The company has multiple tea, coffee, cappuccino and cocoa brands and also serves the industry with many private label brands. Mother Parkers supplies many of the major grocery chains in Canada and the U.S.

Based in Mississauga, Ontario, the company has approximately 600 employees in Canada and the U.S.

company -----	Mother Parkers Tea and Coffee, Inc.
solution -----	SSA® CRM, SSA SRM, SSA ERP
product -----	SSA COM, SSA Supplier Collaboration, SSA BPCS®
platform -----	Intel®, IBM® eServer™ iSeries™
operating system -----	Microsoft® Windows NT®, IBM OS/400®
database -----	IBM DB2®
industry -----	Food and Beverage
employees -----	600
country -----	Canada

What's Critical

It was critical for Mother Parkers to offer its customers and suppliers new flexible and efficient ways to work with the company. Any solution the company implemented had to take into consideration the wide range of technology capabilities that existed at its suppliers and customers establishments. For example, some of Mother Parkers' customers and suppliers were seasoned users of electronic data interchange (EDI) technologies while others had virtually no in-house IT capability.

“To sustain our growth, we needed to give all customers and suppliers new capabilities and convenience in a way that fit their business,” says Harry Hastilow, director, Information Technology, Mother Parkers. “We needed to deploy solutions featuring advanced Internet-based capabilities that could be used in multiple ways to accommodate the different needs of our customers and suppliers.”

Mother Parkers also had to have new functionality that would enable the company to meet growing demands for product and order configurability.

Finding the Right Solution

A long-time user of SSA Global solutions, Mother Parkers chose to implement the latest versions of SSA Collaborative Order Management, part of the SSA Customer Relationship Management solution, and SSA Supplier Collaboration, part of the SSA Supplier Relationship Management solution. The solutions are integrated to the Mother Parkers implementation of SSA ERP, SSA BPCS.

“The SSA Collaborative Order Management solution has many capabilities to simplify the ordering process,” says Tonia Salvaterra, manager of Internet Applications, Mother Parkers. “Customers who use the solution to submit orders can now sequence and sort line items for a much simpler process. They also like the fact that they can go online any time and place orders when it's convenient for them.” SSA Collaborative Order Management is even proving beneficial to Mother Parkers' customers who still use EDI or another method for submitting orders. The solution makes it possible for customers to check the status of their orders and the accounting information related to each order.

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SSA Supplier Collaboration has been instrumental in helping Mother Parkers and our suppliers better anticipate and respond to changes in the business.”

— TONIA SALVATERRA, MANAGER, INTERNET APPLICATIONS, MOTHER PARKERS TEA AND COFFEE, INC.

► simplify the ordering process.

On the supplier side, SSA Global has made the relationship between Mother Parkers and its suppliers more productive. SSA Supplier Collaboration has enabled suppliers to vastly reduce the amount of paper-based activity. With new, more efficient ways to process purchase orders electronically, the company's suppliers can streamline their own businesses while also better serving the needs of Mother Parkers. “SSA Supplier Collaboration has been instrumental in helping Mother Parkers and our suppliers better anticipate and respond to changes in the business,” says Salvaterra.

Implementing Fast

Overall, the implementations went very well, says Salvaterra. “There were only a few technical obstacles and all of these were quickly resolved through the good teamwork between the SSA Global and Mother Parkers teams.”

“We're very comfortable with the responsiveness of SSA Global,” Hastilow adds. “The company is providing quality products and the resources needed to support these products.”

Making it Pay

“We're seeing many indications that the solutions are benefiting our business as well as the business of our customers and suppliers,” Salvaterra says. “We're taking fewer and fewer orders by phone and fax. SSA Collaborative Order Management has significantly reduced the amount of data entry taking place and this, in turn, has reduced the number of errors in orders.”

There have been unexpected benefits, too. For example, with SSA Collaborative Order Management, Mother Parkers sends an email verification after the order is placed. “We didn't anticipate how popular this would be,” she says.

Hastilow views SSA Collaborative Order Management and SSA Supplier Collaboration as strategically important to the company's goal to use the Internet whenever it can benefit employees, customers, suppliers or partners. “The SSA Global solutions are a good fit for us,” he says. “They are making it easy for suppliers and customers to work with Mother Parkers.”

Forward Faster™ - Into the Future

Mother Parkers is assessing new ways to keep improving its support for customers and suppliers. The company is expanding the capability of the collaborative order solution so it can be used by the Mother Parkers sales force to order samples for customers.

The company also is exploring new initiatives in vendor managed inventory (VMI) and, according to Salvaterra, SSA Supplier Collaboration will play a critical role in helping measure the performance of its suppliers once they move to VMI.

“We have lots of future plans and we're very excited about our future with SSA Global,” Hastilow says. “We really understand what the company is doing. They are buying good companies that offer us greater choice in the solutions available to help us improve our business.”

about SSA Global

SSA Global is a leading provider of extended ERP solutions for manufacturing, distribution, retail, services and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extension solutions including corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 63 locations worldwide and its product offerings are used by approximately 13,000 active customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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