

“Our relationship with SupplyLogic has **exceeded our expectations** in every respect. Their approach to indirect supply chain management is unique and has resulted in the delivery of quality products at **lower costs with increased efficiencies** and enterprise wide. We recommend SupplyLogic to companies desiring to lower indirect costs and increase efficiencies.”

- Chris McCann, President, 1-800-flowers.com

## CHALLENGE

With ten brands and thousands of products, 1-800-Flowers.com was seeking a solution to gain more control over their fractured print supply chain and branded materials spend. They were looking to save money, improve service to their brands and business units while gaining back resources to focus on higher value activity.

## SOLUTION

Instead of having each brand continue to source independently, 1-800-Flowers engaged SupplyLogic to help aggregate their spend across the print and promotional categories.

Today, all brands and business units depend on SupplyLogic for design guidance, production and fulfillment management. Procurement is centralized, creating leverage and economies of scale. A brand delivery platform is in place with decentralized elements and unique business requirements for each brand and business unit. Personalized trigger marketing initiatives are now a standard practice. PURLs and other promotional and rewards programs are instituted. Online order reports and real-time job tracking functionalities enable individual requesters to see the status of their jobs. Detailed sales and management reports allow 1-800-flowers.com to maintain control and analyze performance results at an enterprise level.

## BENEFITS

- The organization secured annual savings of 20%
- 1-800-flowers.com further engaged SupplyLogic to optimize other components across their indirect supply chain
- Improved visibility, control and brand compliance
- Improved overall service at a substantially reduced cost
- Lowered business risk and inventory exposure
- Secured digital assets and centralized data and files for improved analytics, control and decision making
- Campaign measurement is now available



1-800-FLOWERS.COM, Inc. operates as a florist and gift retailer in the United States. For more than 35 years, 1-800-FLOWERS® (1-800-356-9377 or www.1800flowers.com) has been helping deliver smiles for our customers with gifts for every occasion, including fresh flowers and the finest selection of plants, gift baskets, gourmet foods, confections, candles, balloons and plush stuffed animals. Today, 1-800-Flowers employs approximately 400,000 people and their annual revenue is on the rise.

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