

“SupplyLogic is the functionality behind our transformation and a key contributor to our success”

-- Marshall Warkentin, CMO, US Foods.

CHALLENGE

In 2010 new CEO David Lederer took over the century-old portfolio with new CMO Marshall Warkentin. Together they decided to completely transform and modernize the business, including a new branded identity to reflect the deep changes they were making. The company was extremely decentralized across eight regions and 71 divisions, with more than 1,700 individual buying points for ordering print, branded materials, secondary packages or digital services. The company was experiencing a fractured brand with no color management and a lack of control of who was printing what. Unifying the many US Foods brands would be tough enough without creating a new corporate identity. Executives worried that the churn would disrupt plans to gather the disparate pieces to create greater economies to scale and consistency. Marshall chose SupplyLogic as his enterprise-wide solution partner to put his strategy into action.

SOLUTION

SupplyLogic delivered an enterprise-wide brand delivery solution that combines an Amazon-like user experience, a best-in-class supplier panel aligned to the company’s decentralized footprint, an on-site account management team and a robust set of analytics to measure the performance of pillar programs and report them to the CMO’s tablet device in real time. Known as the “US Foods Marketing Store,” SupplyLogic’s solution is the hub around which the company delivers its unified brand experience to the marketplace. US Foods constituents leverage the service order platform for all marketing, collateral, branded merchandise, operation print and labels.

RESULTS

Our enterprise grade solution provides maximum marketing effectiveness, increased corporate content, and:

- SupplyLogic delivered a 21 percent net savings on US Foods’ nearly \$11 million annual spend,
- US Foods realized a cumulative savings of 24.4 percent, or \$9.1 million over four years,
- Nearly 1,700 order points centralized to a single portal enforcing brand standards,
- Nearly 250 suppliers reduced to 17, all pre-certified along 408 performance metrics,
- Inventory waste reduced to 9 percent (and improving) – less than half the national average.
- Greater support in marketing execution, such as the addition of on-site resources, innovation and support of key strategic initiatives. For example, the introduction of Voice of the Customer (VOC) studies will insure the alignment to meet the needs of internal customers.



US Foods is one of America’s great food companies and leading distributors, serving independent and multi-unit restaurants, healthcare and hospitality entities, government and educational institutions. With \$23 billion in annual revenue, US Foods was the 10th largest private company in America until its recent IPO. The company markets high-quality, exclusive brands such as Chef’s Line®, Scoop®, Food Fanatics®, Metro Deli® and Stockyards®, among several others. The company employs more than 20,000 nationwide.

