

# Coborns Delivers



## Innovative Online Grocer CobornsDelivers Achieves Success With Customer-Centric Distribution

### Quick Facts: CobornsDelivers

Distribution Center: Minneapolis  
Solution: HighJump Warehouse Advantage  
ERP: SAP  
SKUs: 10,000  
Orders/year: 400,000

### CobornsDelivers Company Profile

CobornsDelivers provides a welcome convenience to busy grocery shoppers. Customers place orders online for fresh meat and produce, deli and seafood, wine and spirits, freshly prepared meals and regular grocery items. Customers select delivery times, and groceries are delivered to their doors as early as the same day. The online grocery delivery company has been servicing the Minneapolis - St. Paul metropolitan area since 1999 and continues to grow quickly. In fact, the company adds about 150 new shoppers each week.

Backed by a strong customer commitment, CobornsDelivers utilizes the latest technology

in all areas of its business. From its Web site to its distribution center to its delivery operations, technology is in place to ensure easy ordering, fresh products and on-time, accurate delivery.

### Challenge: A Growing Business and Changing Customer Demands

Although CobornsDelivers was seeing efficiency gains after automating its distribution processes, its previous warehouse management system (WMS) had stability issues and downtime was becoming a

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significant concern. The outdated WMS was hindering the company's ability to manage growth because it could not accommodate changes and upgrades cost-effectively. In particular, CobornsDelivers was unable to track product expiration dates, key concern for compliance with industry regulations. Fed up with a lack of functionality and reliability, as well as a costly maintenance agreement, CobornsDelivers began the search for a WMS that would allow them to innovate more rapidly.

### An Integrated Supply Chain Execution Solution

“We wanted to work with a WMS vendor that was growing and progressing just like CobornsDelivers,” said Kelly Westman, CobornsDelivers' principal architect, SuperStore systems. “Our evolution and business growth mirrored that of HighJump Software, so the match was natural.”





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CobornsDelivers implemented HighJump™ Warehouse Advantage based on the system's depth of functionality, ease of changing processes, and reliability in handling inventory track and trace functions such as expiration date tracking and rotation.

HighJump Warehouse Advantage integrates with a pick-to-light system, which works across carts, conveyors and flow-through racks. The WMS is also tightly integrated to CobornsDelivers' SAP® ERP to share order information seamlessly.

CobornsDelivers fulfills 400,000 orders per year, with workers picking up to 70,000 units daily. HighJump Warehouse Advantage splits orders received from SAP into morning and afternoon groups according to the delivery times chosen by the customers. Using pick-to-light, it directs orders to be picked to totes one at a time in the cooler and freezer, and in groups of six in the dry goods area. Bulk items are picked as a wave according to the order's delivery route.



## Results

"An optimized, growth-oriented supply chain is central to our success as an e-grocer," said Liwanag Q. Ojala, president and COO, CobornsDelivers. "With the HighJump WMS, we are able to achieve this type of environment without sacrificing our budget, product quality or philosophy of superior customer service."

CobornsDelivers is extremely pleased with its HighJump solution, which has played an important role in helping the company meet its commitment to customers. With 10,000 high-turnover, date-sensitive SKUs, operations are highly efficient, optimizing put-away and fulfillment while taking stock rotation into consideration at all times.

"As an online grocer, CobornsDelivers does not have the luxury of back orders. Flawless distribution is essential to maintaining happy customers," Westman said. "HighJump Warehouse Advantage helps CobornsDelivers ensure customers receive high-quality products through just-in-time inventory processes that maintain product freshness." CobornsDelivers also leverages HighJump Warehouse Advantage to support its offering of same-day delivery service. An order submitted online by 10 a.m. can be delivered between noon and 5 p.m. The HighJump solution helps ensure CobornsDelivers can meet this promise consistently for its customers.

Since implementing the system, visibility of CobornsDelivers' distribution operations has improved dramatically. Using HighJump Warehouse Advantage's Web-based visibility, management can monitor key metrics to help

ensure orders are fulfilled accurately and on time.

In addition, the HighJump system has solved CobornsDelivers' reliability and stability issues. "Our WMS is no longer a black hole of information. We now have great insight into the processes that are running our operations," said Chris Servais, vice president of operations, CobornsDelivers. "The ongoing cost of ownership has been radically different from our previous WMS as well. By utilizing a combination of in-house administration and HighJump Software's support team, we're able to make changes to the system quickly and cost-effectively."



## Future Plans

CobornsDelivers plans to implement continued supply chain innovations that will create more personalized services for each customer. "We feel confident that no matter which direction the industry or our company goes, our HighJump solution will be able to handle it," said Westman.

