

# How Farmer Brothers Developed a Successful Online Inventory Management Process



## THE CHALLENGE

Farmer Brothers—a national coffee roaster, distributor and online store—needed a reliable, new way to streamline marketing and simplify access to their in-store graphics, collateral and equipment as their existing process made it difficult for stores to accurately manage and maintain the latest collateral.

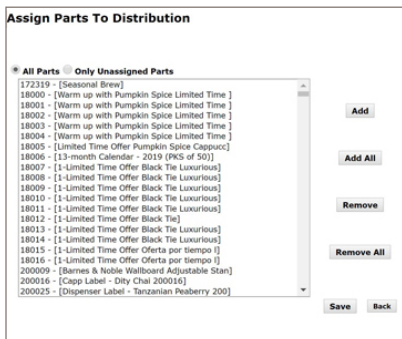
## THE SOLUTION

By leveraging the AccuStore Store Portal, we created a secure online inventory and asset management system of 650+ unique parts and safely stored 270K+ items in GSP's state-of-the-art warehouse. We trained 150+ Farmer Brothers Field Reps who now have full visibility to inventory and can easily place and view orders online via their site-specific catalog.



## THE RESULTS

### Expedited Orders



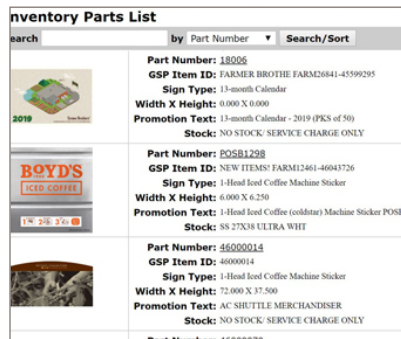
Farmer Brothers is now fulfilling orders faster - within 24 hours.

### Increased Sales

Order Tracking		
Order #	Order Date	Customer
27341	11/26/2018	9263864
27339	11/26/2018	9263864
27338	11/26/2018	9263339
27337	11/26/2018	9270142
27336	11/26/2018	9264000
27335	11/26/2018	74
27334	11/25/2018	28
27333	11/25/2018	28
27332	11/23/2018	20
27331	11/21/2018	4
27330	11/21/2018	230

The company is experiencing an increase in volume with 30 orders placed per day.

### Enhanced Experience



Farmer Brothers reports they're receiving extremely positive user feedback.