



## The Pampered Chef case study (for internal use only)

E-Business Suite creates a better experience  
for consultants and customers

**Industry:** Food Services/Sales

**Challenge:** The Pampered Chef's existing ERP application – accessed by 50,000 independent consultants – was difficult to use, expensive to maintain, and had limited scalability to support The Pampered Chef's double-digit annual growth rate.

**Solution:** After conducting an in-depth requirements analysis, Rolta TUSC implemented 26 key Oracle E-Business Suite modules, including Oracle Financials, CRM and Supply Chain, to meet the company's functionality needs while improving data integrity and workflow. To address the company's needs for high availability, disaster recovery and business intelligence, Rolta TUSC also upgraded the underlying architecture to Oracle RAC with DataGuard.

**Results:** By integrating key systems and eliminating data duplication, The Pampered Chef has created a single source of truth and eliminated numerous manual processes. It now has a 360- degree view of its business, speeding decision making substantially. The new architecture ensures the system is always available for consultants and will be able to handle escalating volumes seamlessly, and overall IT management has been simplified. Ultimately, The Pampered Chef has created a better experience for its consultants, vendors, coworkers and customers based on the improved availability and accuracy of information.

## The Challenge

With more than 50,000 independent sales consultants throughout North America and Europe, The Pampered Chef is the premier direct seller of hundreds of essential kitchen tools, cookware, cookbooks and foodstuffs.

With 50,000 consultants accessing order entry and customer service sites remotely, usability, availability, and reliability of The Pampered Chef systems are critical. For many years, the company's business was primarily supported by a custom-built, enterprise application ("P800"), which provided core business processing to support order entry, customer service, product and inventory management and CRM. Due to the extent of customization, the application was difficult to use, expensive to maintain, and had limited scalability to support the Pampered Chef's double-digit annual growth rate. The Pampered Chef undertook an in-depth software evaluation to select a replacement for its legacy application, focusing primarily on order processing, customer service and distribution.

"Our goals were to reduce maintenance, ensure scalability and ultimately improve the overall experience for our consultants and customers. The ability to quickly and accurately access information was key," said Rich Schubkegel, senior vice president of information and support services for The Pampered Chef.

"The Oracle E-Business Suite was the most robust solution we found," said Rick Mahoney, director of information services for The Pampered Chef. "Not only did it have a rich feature set, but the level of integration and potential for adding on other modules were unparalleled. Ironically, the integration potential turned out to be even more comprehensive than we realized at the time."

With Oracle selected as its future software platform, The Pampered Chef began searching for an implementation and integration partner, issuing a competitive RFP to four vendors.

"Rolta TUSC's in-depth expertise and knowledge of the Oracle suite coupled with its strong customer references made it the compelling choice," said Schubkegel. "Each member of the Rolta TUSC team impressed us with their knowledge and desire to dig into the details and understand our true business needs."

## The Approach

Although The Pampered Chef's initial implementation approach revolved strictly around the P800 replacement, TUSC's in-depth requirements analysis uncovered additional business needs that could be met by the suite.

"As we started understanding more about the company's multiple, disparate systems, we knew Oracle could improve data flow and data integrity tremendously," said Dave Trch, project manager for Rolta TUSC. "For instance, the existing financial and warehouse management applications were stand-alone systems with minimal integration. Manual intervention was required to keep the applications in sync and created multiple instances of the same data. By phasing out the old systems and implementing additional Oracle modules, the company could improve productivity and experience true continuity of data."

Rolta TUSC ultimately recommended an application footprint featuring 26 Oracle modules including:

- **Oracle Financials and iExpense**
- **Oracle Warehouse Management**
- **Oracle Supply Chain, including Inventory, Forecasting, Purchasing and Costing**
- **Core CRM modules and Email Center**

"By thoroughly evaluating the company's business needs and eliminating additional stand-alone systems, we were able to help The Pampered Chef leverage modules they had already purchased and expand integration throughout the organization," said Trch. "The revised plan reinforced the concept of a single source of data to significantly improve data integrity and workflow and lower total cost of ownership."

In addition, Rolta TUSC recommended expanding the underlying Oracle infrastructure/architecture with Oracle Database 10g, RAC and Data Guard to address the company's needs for high availability, disaster recovery, and business intelligence/data warehouse/reporting. "TUSC helped us look beyond what we needed to get out of each specific application and also consider what we needed from an infrastructure perspective to support our true business needs," said Mahoney. TUSC completed the project in a phased approach over the course of 18 months.

## The Results

The Pampered Chef has realized tangible benefits, including:

- **Streamlined processes**—With key systems integrated, data flows seamlessly from one system to another. The elimination of manual intervention has freed employees to focus on other business tasks. For example, prior to implementation of Oracle eMail Center, employees had to sort and route e-mails manually for six different accounts. Following implementation of Oracle, routing is handled automatically based on pre-specified logic, and all inquiries come in through a single account. Templated responses to common questions and issues are also reducing the workload. Similarly, TUSC helped create an interface between The Pampered Chef's banks and Oracle Financials for seamless workflow. As a result of the interface, vendor inquiry calls have been reduced from hours to minutes, and bank reconciliations are automatic, reducing the risk of human error.
- **More accurate and timely visibility into company health**—The Pampered Chef has instant access to a 360-degree view of the business – from the front-end contact center to the supply chain – speeding the decision-making process and allowing management to impact results. Integrated processes and information reporting mean data no longer has to be pulled from multiple systems and analyzed manually. With Oracle eMail Center in place, management can measure contact center activities and related performance statistics for the first time.
- **Improved data integrity**—With data duplication eliminated through implementation of the integrated Oracle platform, there is now one single source of data. Management can be confident that the data they access is accurate.
- **A better experience for TPC employees, consultants, vendors and end customers**—With quicker access to accurate information, the Pampered Chef response times and hand-offs for problem resolution have been reduced substantially. Vendors have already benefited from Oracle and the bank interface when calling to inquire regarding payment. An A/P clerk can now not only verify that a vendor check was issued, the date issued and the check number, but the clerk can also see if that

check cleared the bank – all within minutes. Oracle eMail Center's consolidation of related information on a topic or customer has also made contact center representatives' jobs easier and simplified collaboration among internal groups. Ultimately, Oracle is helping the company achieve its goal of establishing a "Universal Pampered Chef agent," where any internal employee can handle almost any question based on the increased availability and accuracy of information.

- **Ease of management**—By moving to a single, centralized platform, The Pampered Chef is experiencing simpler system management. The IT staff is no longer responsible for maintaining highly customized applications and interfaces.
- **Availability, scalability and disaster recovery**—The new Oracle RAC-based environment minimizes the risk of business interruption by providing a highly reliable and available 24x7 environment for the company's consultants. Oracle DataGuard ensures automatic failover to a redundant, off-site DR location, virtually eliminating the possibility of downtime. The scalable new architecture also ensures the ability to handle escalating volumes seamlessly.

"TUSC's ability to understand our business needs and willingness to challenge our preconceptions in a positive way ensured we received the best possible solution," concluded Schubkegel. "Their strong project management skills, professionalism and ability to mentor us made the project a pleasant versus painful experience."

## About US

TUSC has been known as the Oracle Experts for more than 20 years, but Rolta TUSC is so much more than that now! Through the merger of Rolta's IT Consulting Division with the acquisitions of TUSC, WhittmanHart Consulting, and Piocon Technologies, we have gained some of the world's most knowledgeable technology and business experts in enterprise performance management, business intelligence, and CA infrastructure management solutions.

While we have added exciting new capabilities, we remain committed to maintaining our expertise and industry leadership in Oracle E-Business Suite and Oracle Technology. Now more than ever, Rolta TUSC has the expertise and solutions your organization will need to be competitive in our new economy.