



## CUSTOMER CASE STUDY

### Harris Tea Company A Perfect Blend

#### ► CHALLENGE

Touting an impressive 160-year history procuring and blending teas, the Harris Tea Company is the largest blender and packer of private label teas in North America. Harris Tea is driven by two principles: offer quality products and deliver strong customer support with impeccable responsiveness.

As sales grew, Harris Tea wanted to upgrade its supply chain technology to efficiently process orders it received from stores around the country. In addition to communicating with customers, Harris Tea also wanted to streamline internal communications among its several facilities. The goal was to give the management and customer support teams accurate and real-time information on the status of customer orders and the inventory of products available in warehouses.

In the past, Harris Tea had tried to accomplish this by using a combination of legacy and commercial applications. The next step was to find an integration software company that could connect all their applications to create a constant and reliable flow of information.

To move information seamlessly between the applications throughout the enterprise, Harris Tea needed an integration platform capable of translating information. To move information seamlessly between the applications throughout the enterprise, Harris Tea needed an integration platform capable of translating information interested in doing business with them could do so easily, regardless of their format for submitting orders. The integration software therefore needed to work with multiple data formats including EDI, XML, HTML, flat files and others.

#### ► APPROACH

After researching and evaluating the wide universe of integration vendors, Harris Tea selected Boomi. Harris Tea's decision to go with Boomi was due primarily to the company's extensive experience in manufacturing integration, Boomi's demonstrated commitment to customer service and the product's ease-of-use and rich feature set.

Harris Tea quickly and easily deployed the Visual Integration Platform™ and integrated the company's internal and external supply chains. The Boomi platform integrated the company's internal and external supply chains. The Boomi platform in real-time, and Harris Tea could now interact with their retail partners through whichever format the retailer's ordering system required.

#### Business Challenge

Harris Tea needed real-time insight into its ordering and manufacturing  
Harris Tea needed real-time insight known level of customer support and to maintain the correct levels of inventory.

#### Why Boomi?

With the flexibility of the Visual Integration Platform, Harris Tea could easily communicate with its seven trading partners and 50 grocery chain customers in real time. Now its supply chain is completely transparent and easy to manage.

The Visual Integration Platform now connects Harris Tea with its several trading partners and grocery chain customers nationwide, giving company managers the insight they need to make smarter decisions about business operations and enabling them to be more responsive to customer requests.

## ► RESULTS

Today, Harris Tea's supply chain is steeped in quality. Procurement processes are faster and easier, customer service is more effective and the company is more productive.

"Boomi delivered. Their product worked as advertised and their customer support team was exceptional," said Meetesh Shah, CIO for Harris Tea. "Because the product was easy to deploy and use, not only did we not need additional development help, we immediately began evaluating bigger and better ways to use their integration platform."

Now customers can submit orders in whatever format their ordering system generates. The orders are translated from X12 EDI to user defined formats and inputted into Harris Tea's warehouse management system and its Sage MAS 500 ERP system. This information can then be shared with the other applications used throughout the business, regardless of the data format. Customer service representatives can view an order immediately in the same system that tracks inventory levels.

"The true value of Boomi's integration offering is the visibility it provides. Within minutes of orders being received or products being shipped, we know where the customer order stands. This information is critical for Harris Tea, our vendors and retailers," said Ram Gangupanthulu, senior systems analyst for Harris Tea.

Harris Tea and its customers have constant visibility into which shipments are moving in and out of their facilities without spending long hours manually entering lot numbers into systems. Insight into the status of goods helps Harris Tea properly plan how and when to produce, store and ship goods. Once an order is shipped, the integration system generates an EDI shipment statement for the ERP system.

"Our integration costs are down and our productivity is up," continued Ram Gangupanthulu. "We communicate better with our suppliers and vendors, and management has a constant picture of inventory levels versus orders. Boomi's integration offering has given us a competitive advantage in a very competitive market."

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Meetesh Shah, CIO for Harris Tea