



The Missing Ingredient: Tech Partners in Foodservice

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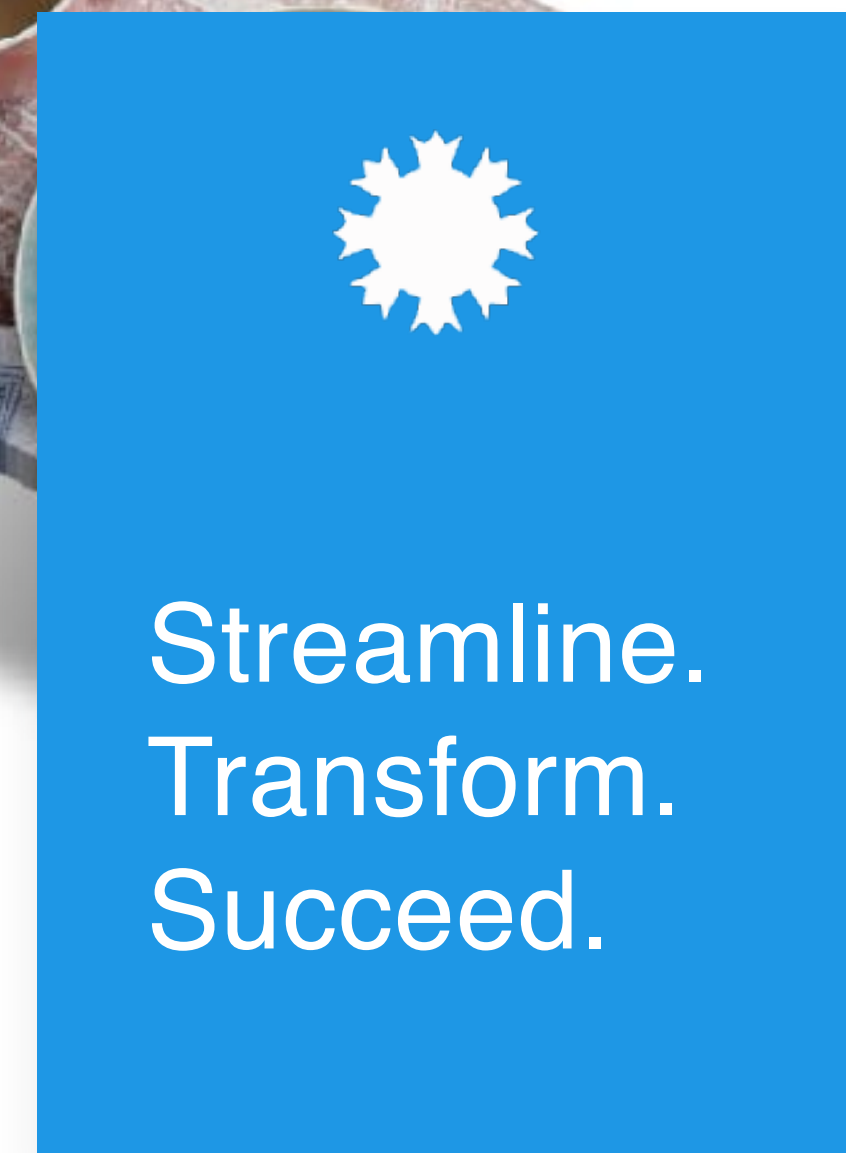
Alexander Podosenov

STRATEGIC BRIEF

Kitchen to cloud: the power of foodservice tech

In today's digital marketplace, inefficient product information management silently drains resources and stalls growth.

The foodservice industry is experiencing an unprecedented digital transformation, with manufacturers, distributors, and operators all rushing to modernize their operations. For service providers and agencies serving this sector, the complexity of foodservice-specific requirements creates both a challenge and an opportunity. This white paper explores how strategic partnerships with specialized digital service providers can help you capture this growing market while delivering exceptional value to your clients.



Streamline.
Transform.
Succeed.



CRITICAL CHALLENGES

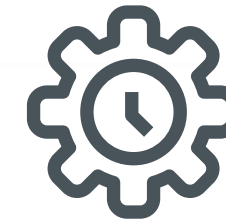
The foodservice digital challenge

Today's foodservice businesses face a complex web of digital demands:



Integration Complexity

Distributors juggle dozens of manufacturer systems, each with unique data formats and requirements. Legacy EDI systems must seamlessly connect with modern eCommerce platforms across multiple locations. Complex volume-based pricing structures require daily real-time updates across all distribution channels.



Data Management Challenges

Massive product catalogs require constant synchronization between manufacturers, distributors, and major retailers. Enterprise compliance demands perfect tracking of ingredients, allergens, and certifications across supply chains. Seasonal forecasting needs instant access to historical data across thousands of SKUs and locations.



Channel Complexity

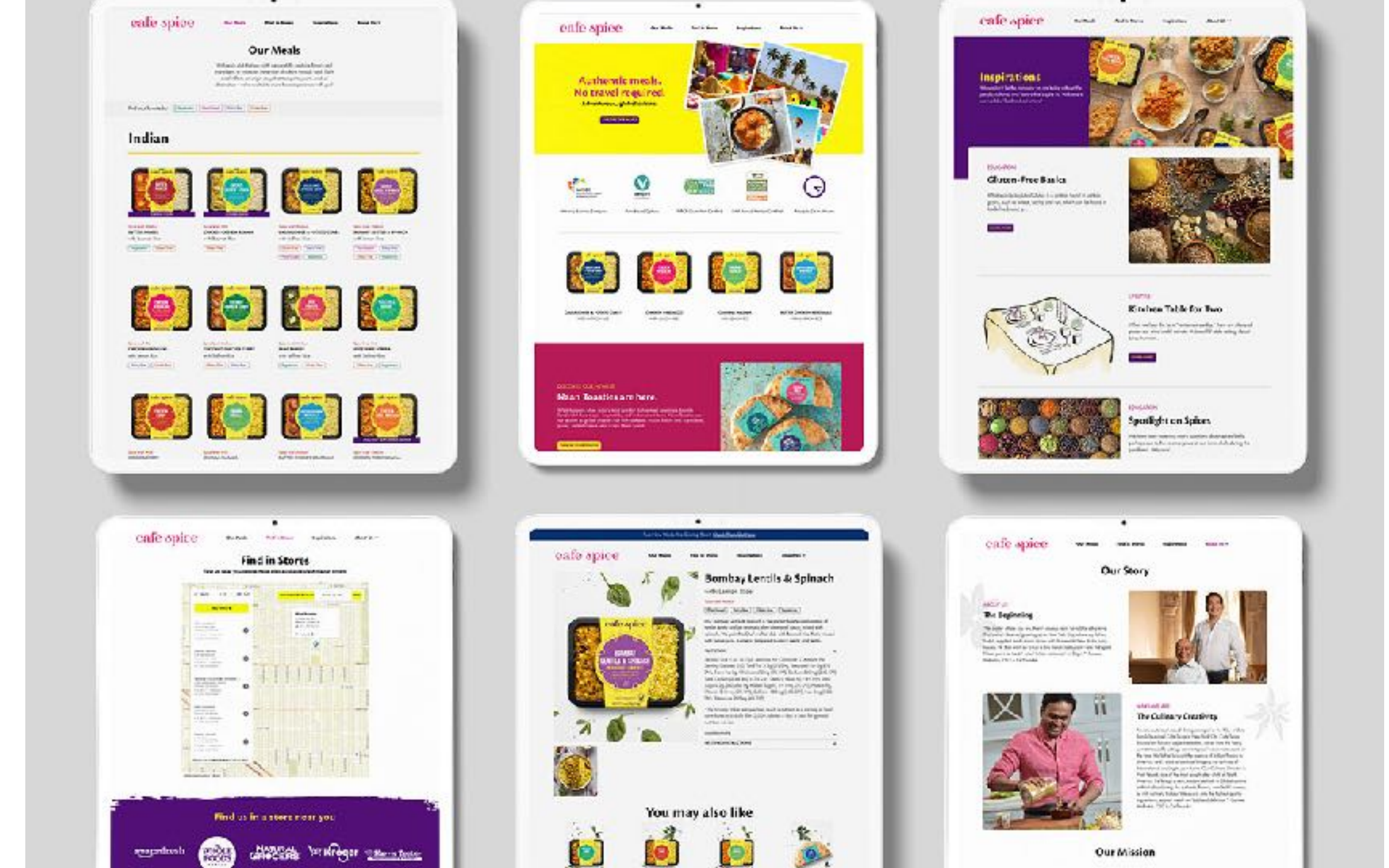
National chains demand custom ordering portals that integrate directly with their procurement systems. Multiple distribution centers need real-time inventory visibility and automated replenishment across regions. Large-scale retail customers expect EDI, API, and web ordering options with custom pricing tiers.

COST ANALYSIS

The cost of incomplete solutions

Whether you're a service provider supporting food companies or a food company managing digital transformation internally, the expertise gap is costly.

Food companies excel at moving massive volumes of products and managing complex supply chains - but digital transformation at scale requires specialized knowledge. Despite their deep industry experience, internal teams often struggle with enterprise-level technical complexities.



Boost productivity,
seize opportunities,
drive growth.

Lost Revenue

\$ – The price of inflexible systems

National account managers lose deals because digital ordering platforms can't support custom pricing tiers.

Customer Exodus

The enterprise disconnect

Major retail customers abandon ordering platforms that don't support their procurement system requirements.

Hidden Costs

8 divisions, 1 unified solution

Implementation costs double when teams discover enterprise-scale complications they didn't anticipate.

POWER THROUGH PARTNERSHIP

The strategic partnership advantage

Success in enterprise foodservice requires more than technical skill—it demands deep industry knowledge.

Our team understands the complexities of moving millions of SKUs through multiple distribution centers, managing sophisticated pricing tiers for national accounts, and maintaining perfect data synchronization across the supply chain. We've built and refined integration methodologies specifically for large-scale foodservice operations, ensuring seamless connections between manufacturer systems, distributor platforms, and major retail procurement systems.

Our data management practices are built around the unique demands of enterprise foodservice, handling everything from automated price updates across thousands of items to real-time inventory synchronization across regions. Every solution we deliver incorporates industry-standard security measures and compliance requirements, protecting sensitive pricing agreements and customer relationships. The result? Digital systems that match how enterprise foodservice actually works—not how software developers think it should work.



From ERP to email:
One system,
unlimited channels

REVENUE OPTIMIZATION

Capture the enterprise opportunity

Partnership with a specialized provider directly impacts your bottom line. Project success rates improve significantly when technical capabilities align with sales promises—eliminating costly reworks and timeline overruns that eat into margins. Average project values increase by targeting complex enterprise implementations with premium pricing and longer contract terms.

Revenue diversification accelerates as one-time projects convert to recurring service agreements. National accounts expand their contracts when systems perform optimally, often leading to 40-50% increases in account value through added services and expanded scope. Market penetration deepens as enterprise success stories open doors to higher-tier clients, establishing your firm as a premium provider commanding top-tier pricing for foodservice digital initiatives.

Email
purchasing@acmeinc.

Subject
New products from Ata

Body
Hey Marcia, I have exc
you. Let me know wha

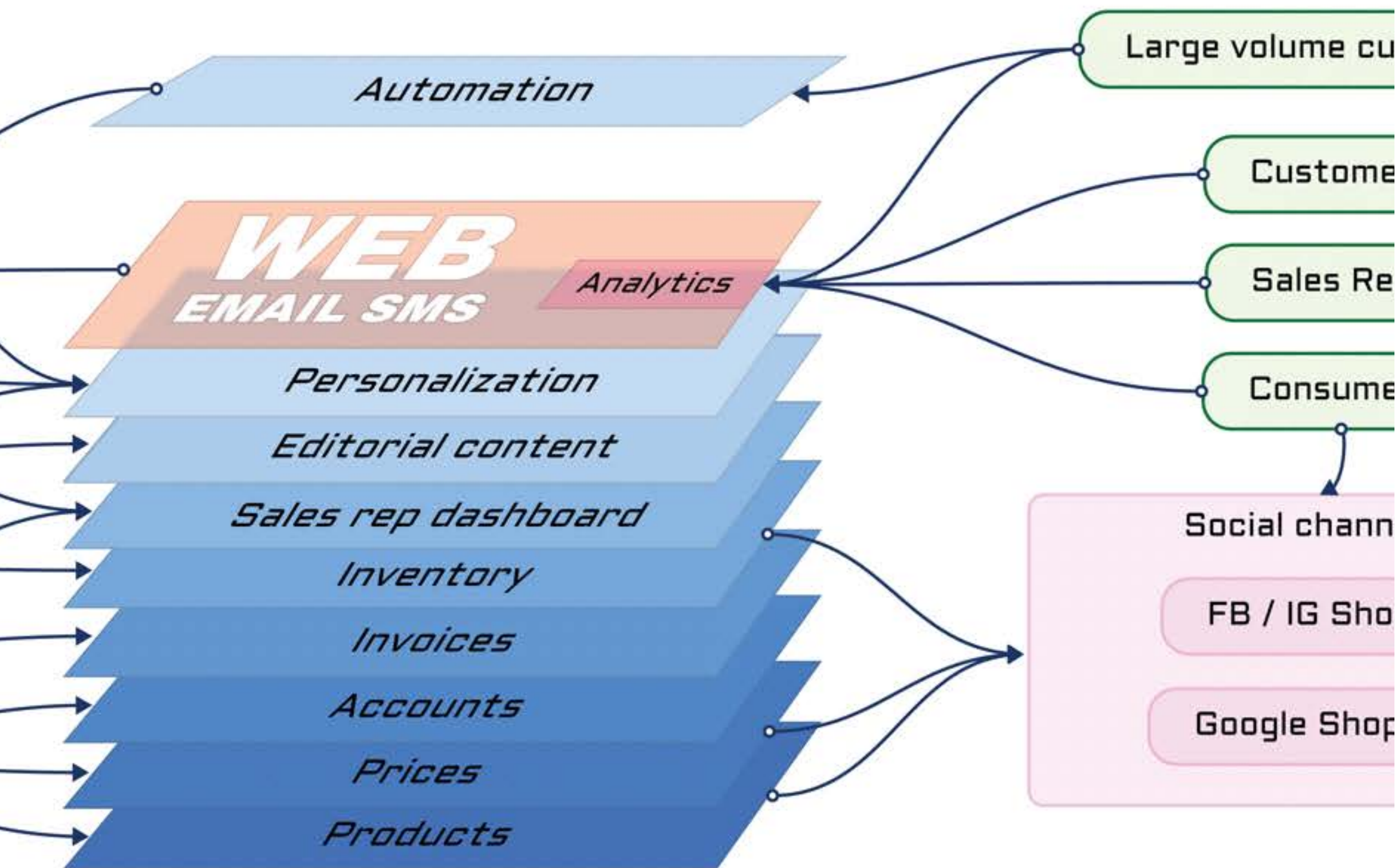
- Include POS PDFs
- Include Brand Over

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OZ

Total: \$

SEND

Build on proven enterprise experience

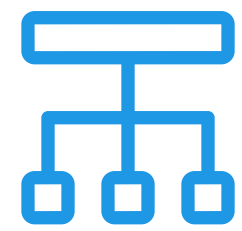


Enterprise projects carry enterprise-sized risks—but the right partner turns those risks into advantages. Development risks plummet when you work with a team that's already solved similar challenges for major distributors and manufacturers. Instead of learning through costly mistakes, you leverage proven implementation methods refined through multiple large-scale deployments.

Compliance becomes a strength rather than a worry, as every solution incorporates industry standards and best practices. Technical guidance comes from experts who understand the technology and its application in enterprise foodservice, ensuring solutions scale effectively as client needs grow. Your projects succeed because they're built on industry-specific best practices, not general software development approaches that miss crucial foodservice nuances.

INTEGRATION EXCELLENCE

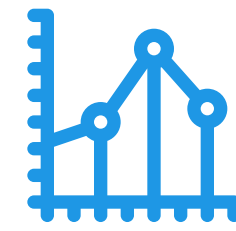
The Key to Success



Data Integration

Unlock the power of synchronized data across your enterprise network, turning complex product information into a streamlined asset that drives growth and efficiency.

- Product information management (PIM)
- Nutritional database synchronization
 - Pricing system integration
 - Inventory management
- Order processing systems



Channel Integration

Break down the barriers between systems to create a unified digital ecosystem that meets customers wherever and however they choose to engage.

- E-commerce platforms
 - POS systems
- Mobile applications
- Marketing automation
- Analytics platforms



Process Integration

Transform disconnected workflows into a symphony of automated efficiency, ensuring every order flows seamlessly from inception to fulfillment

- Order workflow automation
- Kitchen display systems
- Delivery service integration
- Customer relationship management
 - Loyalty programs

PARTNERSHIP MODELS

Strategic Partnerships for Enterprise Success

Enterprise foodservice demands both deep industry knowledge and sophisticated technical capabilities—but not every organization needs these capabilities in the same way. We offer three distinct partnership models that let you leverage our technical expertise in the way that best fits your business strategy and client relationships.



Confidential Partnership

Deploy our expertise invisibly under your trusted brand.



Collaborative Partnership

Combine our strengths to create market-leading solutions together.



Project-based Collaboration

Engage our expertise precisely when you need it

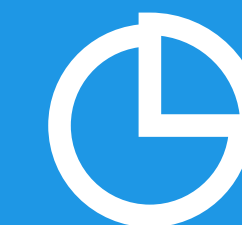
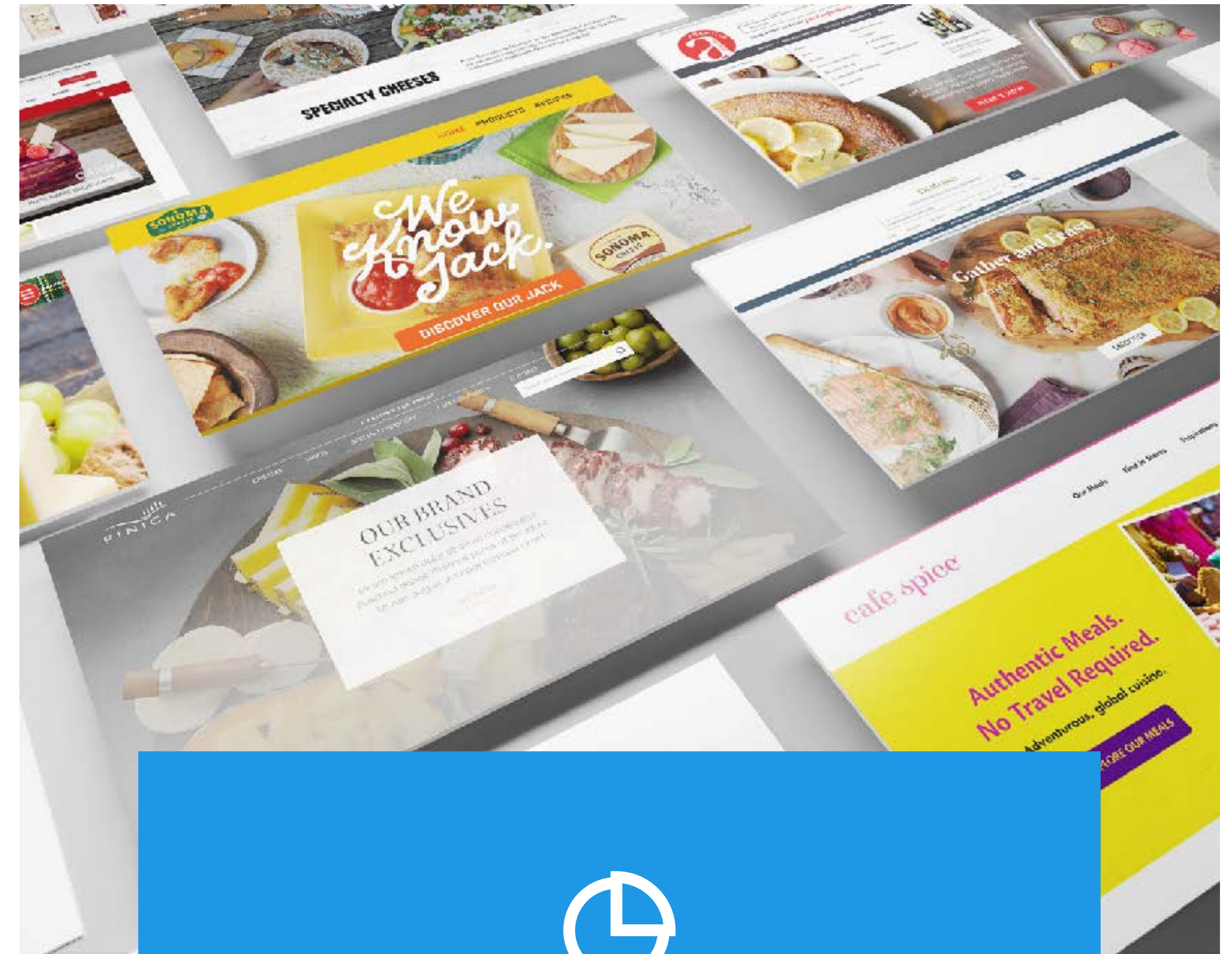


PARTNERSHIP MODELS

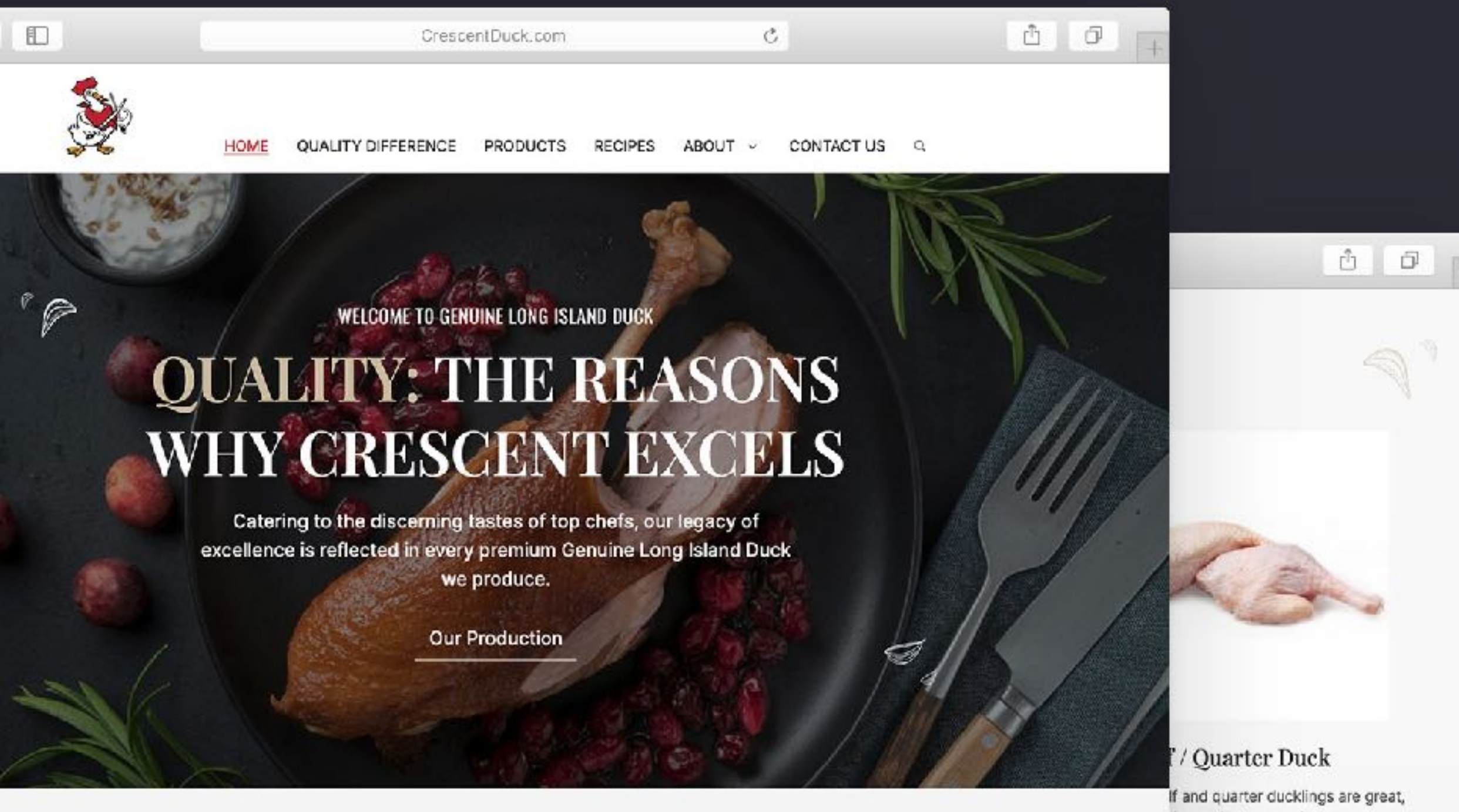
Confidential Partnership

We operate as your discreet technical partner, invisible to end clients while powering your solutions. Think of us as your confidential technical team - we work entirely behind the scenes, ensuring you maintain complete control of client relationships while delivering sophisticated solutions. Your team remains the sole client contact, backed by our deep technical expertise and industry-specific support.

All deliverables and interactions appear exclusively under your brand, with our involvement protected by strict NDAs. This confidential partnership model lets you enhance your technical capabilities and market position while maintaining your direct client relationships and brand identity. Your success is our success, delivered with complete discretion.



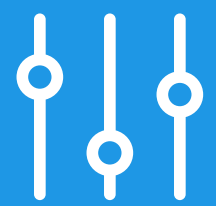
Choose the partnership approach that best fits your enterprise strategy: complete brand integration, collaborative presence, or focused project engagement.



PARTNERSHIP MODELS

Project-based Collaboration

We give you complete control over how you leverage our technical expertise in your market.



You decide.

Our flexible partnership models adapt to your unique market position and client relationships.

Engage our expertise precisely when and where you need it. This flexible model lets you tap into our technical capabilities for specific initiatives, scaling resources to match project demands. We focus on delivering clear, measurable results for targeted solutions, ensuring each project strengthens your market position. This approach provides the perfect foundation for testing our compatibility while delivering immediate value.

By the Numbers

\$1.7/B food service conglomerate

From specialty foods to global imports, GGG's diverse portfolio demanded flexibility.

Solution Architecture

4,000+ products

Managing over 4,000 products across eight divisions, GGG needed a unified solution. Our PIM now seamlessly connects their IT, sales, and marketing teams.

ROI Metrics

8 divisions, 1 unified solution

Our system adapts to each division's unique needs while maintaining consistent data standards.

IMPLEMENTATION SUCCESS STORY

Gellert Global Group

Complex digital ecosystems demand proven expertise: our partnership with Gellert Global Group delivers results.

Our decade-long partnership with the \$1.75B Gellert Global Group (GGG) showcases enterprise-scale digital excellence. Managing 12+ websites across eight divisions and dozens of brands, we've maintained 99.9% uptime while supporting three distinct ecommerce operations. Through three major ERP system transitions, we've ensured seamless integration of document management systems, historical archives, and secure access protocols.

Beyond infrastructure, we've elevated individual brands like Cafe Spice with WCAG 2.1 compliance and enhanced accessibility features. This comprehensive partnership demonstrates our ability to deliver sophisticated digital solutions that scale with enterprise growth.

NEXT STEPS

Building Your Digital Partnership

The path to a successful digital partnership begins with clear understanding and strategic alignment. Through our proven onboarding process, we help you identify opportunities, define success, and create a roadmap for mutual growth.

Assess Your Current Service Gaps

- Analyze current technical capabilities against enterprise client demands
- Identify missed opportunities and lost revenue from technical limitations
- Map internal resource costs against partnership advantages



Success.

Success metrics track with product data completeness scores

Evaluate Partnership Opportunities

- Review partnership models that align with your market strategy
- Explore potential revenue streams from enhanced capabilities
- Examine the competitive advantages of various engagement approaches



Time.

Time saved in content distribution

Define Success Metrics

- Establish clear KPIs for partnership performance
- Create benchmarks for client satisfaction and project delivery
- Set milestones for revenue growth and market expansion



User.

User adoption rates

Start With Pilot Projects

- Select high-impact projects that demonstrate partnership value
- Define clear scope and success criteria for initial engagement
- Build trust through measured expansion of collaboration



Savings.

Error reduction in product information

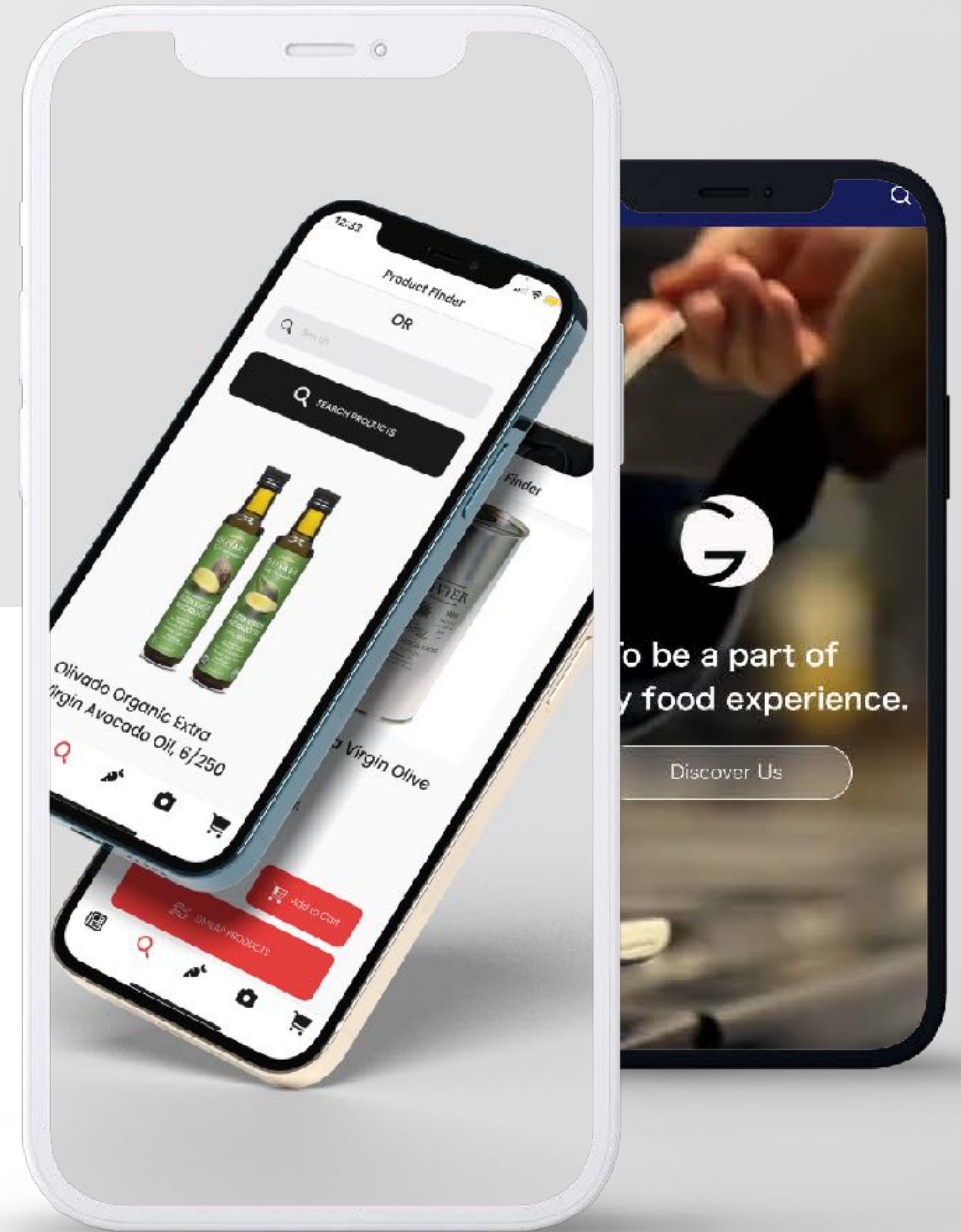
ABOUT US

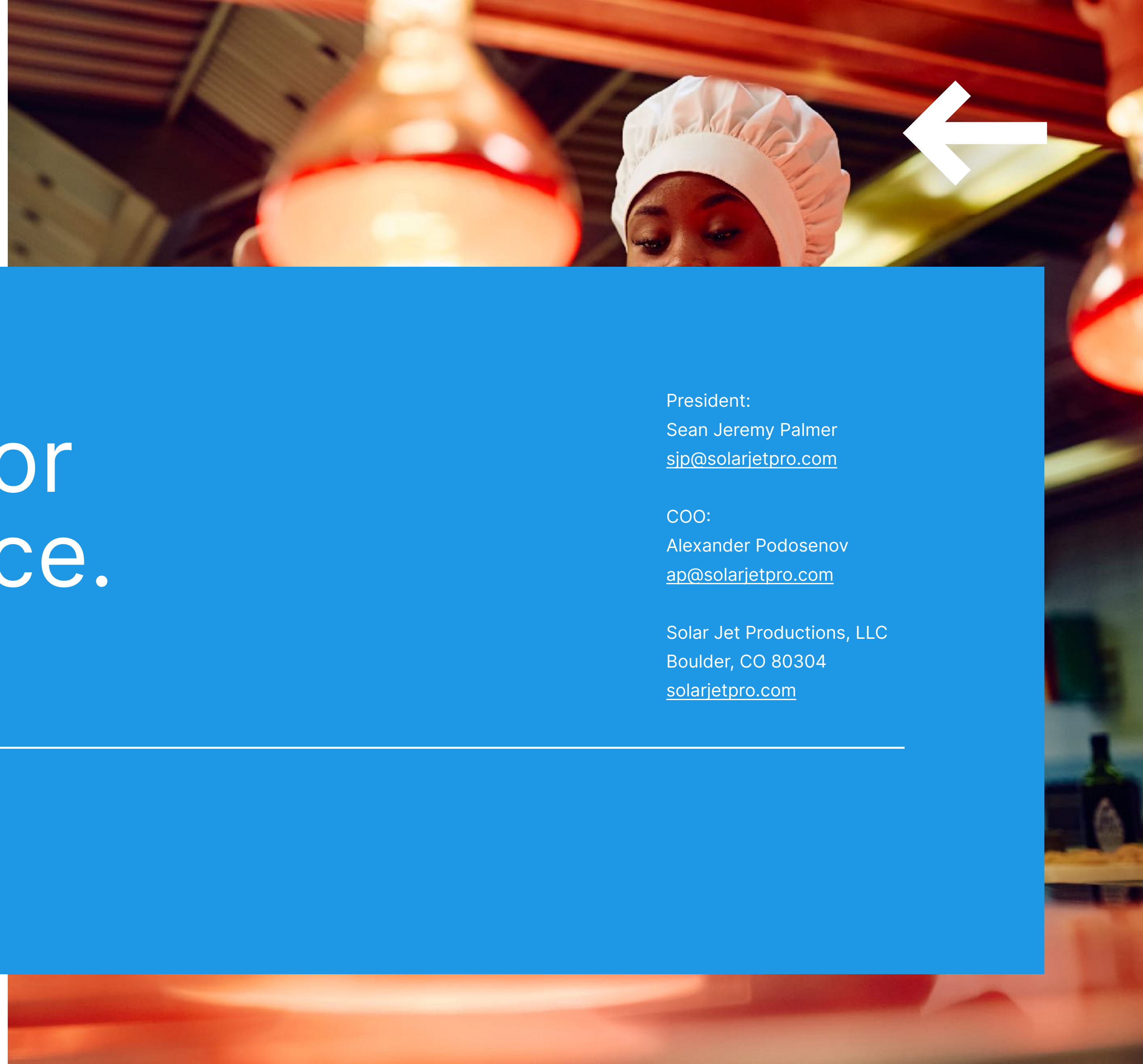
Powering Enterprise Foodservice's Digital Future

Our journey from foodservice technology pioneer to trusted enterprise partner spans eighteen years of industry evolution.

With 18 years of digital innovation and deep roots in enterprise foodservice, our minority-owned agency brings unique perspective to technical partnership. We've built our reputation by solving complex challenges for industry leaders—managing massive product databases for international manufacturers, streamlining operations for national distributors, and creating sophisticated e-commerce solutions for specialty importers.

Our work with the \$1.75B Gellert Global Group exemplifies our enterprise capabilities: managing complex technical ecosystems across multiple divisions with 99.9% uptime. Backed by modern cloud technologies and proven integration expertise, we deliver the technical excellence that transforms industry leaders into digital innovators.





Thank you for your audience.

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