

# STARBUCKS FPG

## Solution Overview

### Industry

Packaged Food and Beverages

### Scenario

The Foodservice Product Group of Starbucks Coffee Company needed an efficient, online tool that will provide its sales associates, access to product information. The central product information store will ensure that the most current information is delivered to customers and prospects. The solution had to be architected and built using .NET and SQL Server 2005.

### Company Profile

Starbucks Coffee Company is a leading provider of the 'coffee experience' world wide. The Foodservice Product Group within Starbucks is the division that caters to the segment of customers with an installed base of Starbucks' products and services. The group is also responsible for marketing the brands and products to these types of customers and prospects. The group needed an efficient tool to manage a key need of their business – ability to create 'up to date' product guides.

### Benefits

- Online tool. Access anywhere!
- Clean, impressive user interfaces.
- Independent, installed administrative tool.
- Easily Scalable

### Technology Used

- .NET Framework 3.0
- C# and ASP.NET
- SQL Server 2005
- SQL Reporting Services
- Microsoft's Click-Once deployment for the administrative tool
- WCF Web Services

### Partner

Congruent

Bellevue, Washington, USA

<http://www.congruentsoft.com>

**Starbucks Coffee Company selected Congruent as its vendor to design, develop and implement an online tool for creating product guides to support the marketing efforts of its Foodservices employees.**

## Software Development Partnership

The Foodservices group of Starbucks needed an online tool to create customized product guides to suit specific customers and/or prospects. Congruent provided the solution, Foodservices Product Guide (FPG) as an ASP.NET application built for the .NET Framework 3.0 and SQL Server 2005 as the database server. AJAX enabled web pages provide rich user experience.

The tool had to have various features other than letting the users create the product guides. Ability to edit, save and share the product guide templates, create and edit users, publish SKU updates, publish announcements are a few.

Congruent managed the entire project lifecycle using Scrum (an agile development process). Extensive analysis formed the base for a solid architecture and design. Development, testing and delivery for UAT was done in short iterative cycles (sprints), thus providing the customer with total control on what gets built in which order.

Starbucks selected Congruent to host the application as well.

*“Everyone was absolutely thrilled with the tool. Thanks you for being so responsive and developing such a user-friendly tool. All of our hard work has paid off. I know we still have some work to do and we'll likely continue to enhance the tool but it was a BIG win for us! Thanks again for everything. It's intuitive, easy to use, and just what our folks were looking for. I've enjoyed working with you, participating in the development process and learning many new things along the way.”*

**Stephanie Evans**  
Marketing Program Manager  
Starbucks Coffee Company

## What is FPG: Foodservice Product Guide?

Foodservice Product Guide is an online tool with which the users can generate product guides tailored for specific audiences (Customers and Prospects). The users can pick and choose from about 800 SKUs under different brands for inclusion into the product guide.

The selections thus made can also be saved as a template. The templates can be shared amongst the users.

The product guide can be generated in multiple pre-designed, customizable formats. A specific set of users can also generate the product guide as an order form.

A separate windows installed application provides administrative functions such as user maintenance, data and image uploads, publishing announcement and maintaining price lists.