# Godiva Chocolatier

## Profile

Founded in Belgium in 1926 and headquartered in New York City, Godiva Chocolatier is recognized around the world as the leader in fine chocolates. Godiva confections are available from Belgium to Singapore and Denver to Dubai, making the Godiva brand known—and loved—in more than 80 countries around the world. From its famous truffles and shell-molded chocolate pieces to its European-style biscuits, gourmet coffees and hot cocoa, Godiva Chocolatier has been dedicated to excellence and innovation in the Belgian tradition for more than 80 years.

## The Challenge

After divesting from the Campbell Soup Company in 2007, Godiva was acquired by Turkish food company, Yıldız Holding—one of the world's leading and most respected providers of food and beverages. Following the divestiture, Godiva continued to share Campbell's B2B platform for a short period. However, this was not a viable long-term solution. Godiva needed to become independent of Campbell's B2B operations as quickly as possible to avoid expensive chargebacks and financial penalties.

Godiva needed to make the transition away from Campbell's with minimal disruption to current business operations while ensuring its IT systems and staff could support a growth strategy that included expansion into new global markets and channels along with new, innovative product introductions.

## The Solution

Godiva determined the best course of action would be to outsource the management of its entire B2B operations to a trusted partner. This would empower Godiva to focus on core competencies and other key business initiatives. Through its relationship with Campbell's, Godiva had relied on the GXS Trading Grid® Messaging Service to exchange basic B2B transactions with global business partners for more than 14 years. Given the long-time success of this partnership, Godiva decided that shifting to GXS Managed Services would provide the best fit for meeting both current and future business needs. In addition, Godiva decided to leverage both GXS Active℠ Catalogue and WorldSync Onboard Support (OBS) for data synchronization. This would allow it to automate the exchange of product information with key business partners to drive the order-to-cash process. GXS has provided Godiva with major benefits to its B2B operations including:

- **Scalability and Expertise to Enable Rapid Business Growth**
  GXS Managed Services was able to fulfill Godiva's immediate need to ensure minimal to no disruption within its worldwide supply chain. With Managed Services it gained a scalable, secure, global B2B infrastructure without the burden of exorbitant start-up

Godiva has experienced tremendous success by reinvigorating its prestigious brand and introducing innovative collections of its coveted confections and expanding into new channels. These luxury chocolates are now available and affordable to a wider consumer base.

costs for the specialized B2B technology or staff. GXS Managed Services also freed up Godiva's IT staff to focus on supporting business growth; and gave it immediate access to a wide range of very specialized B2B expertise in areas such as map development, ERP integration, partner onboarding and "around-the-clock, around-the- globe" support operations.

- ## Reduce Complexities and Enable Faster Onboarding
  The initial project was to convert Godiva's maps from its previous solution with Campbell's to GXS. The conversion project helped to enable a smooth—and rapid—migration of its customers and business partners to the new B2B environment. As the company has grown and expanded its global operations, the decision to standardize on a core set of base maps continues to benefit Godiva. New business partners are onboarded faster and the overall complexity of its B2B environment has been greatly reduced.

  "This project actually proved to be a herculean effort," said Sue Phillips, Godiva EDI Project Manager. "GXS was able to complete the mapping project during our three month peak season from October to December with no critical disruptions to our supply chain."

- ## Flexibility to Support Diverse and Global Business Partners
  Today, GXS Managed Services helps Godiva support a very diverse and complex B2B network of over 100 global business partners to include customers, suppliers, brokers, distributors, warehouses, catalogs and carriers. With manufacturing facilities in Belgium and the United States, Godiva owns and operates more than 450 retail boutiques and shops across the United States, Canada, Europe, and Asia. Additionally, its products are available in over ten thousand finer department and specialty stores. The company also issues six seasonal mail order catalogs a year in North America and accepts phone and Internet orders.

- ## Enabling Faster Response Time to Drive Increased Sales
  Over 60 percent of Godiva's sales are related to limited edition and seasonal product offerings. Active Catalogue and WorldSync OBS provide Godiva with the ability to electronically synchronize the hundreds of product SKUs that are generated each season with its global retailers. Godiva can communicate accurate and timely product information for its diverse product line, thus enabling it to speed product to shelf and drive increased sales all year round.

- ## Improved B2B Efficiencies for "Upstream" Suppliers
  GXS Intelligent Web Forms (IWF) was engaged to further improve B2B efficiencies for Godiva's upstream supplier community. IWF supports web forms specific to Godiva's business processes, allowing business partners who do not have sophisticated B2B technology to exchange electronic documents with Godiva. "In this instance, IWF has proven to be more cost effective for our business partner and works a whole lot faster than EDI for moving information about packaging and product shipments back and forth," said Phillips.

With the help of GXS Managed Services, IWF, Active Catalogue and WorldSync OBS, Godiva is better equipped to focus on achieving its business goals with a scalable B2B integration platform that spans every major economic region in the world. GXS Managed Services enabled operational continuity during the divestiture process—providing a comprehensive business framework to rapidly enable future success.

**SOLUTION HIGHLIGHTS**

- Scalability and Expertise to Enable Rapid Business Growth

- Reduce Complexities and Enable Faster Onboarding

- Flexibility to Support Diverse and Global Business Partners

- Enabling Faster Response Time to Drive Increased Sales

- Improved B2B Efficiencies for "Upstream" Suppliers

# The Benefits

With GXS Managed Services, Godiva significantly improved its global B2B and EDI capabilities with these benefits:

- Immediate access to a wide range of very specialized B2B expertise in areas such as map development, ERP integration and partner onboarding

- A scalable, secure, global B2B infrastructure without the burden of exorbitant start-up or ongoing costs for specialized B2B technology or staff

- Faster onboarding of new business partners

- Flexibility to serve its diverse supply chain community—no matter the location, size or technical capability

- Ability to accommodate the latest technical standards and communications protocols requirements

- Improved accuracy and timely communication for faster product-to-shelf allocation

The GXS Managed Services environment provides Godiva with the flexibility to serve its diverse supply chain community—no matter the location, size or technical capability. Godiva can accommodate the latest technical standards and communication protocol requirements for some of its largest customers, such as Macy's and most recently, Target.

> "In the last three years, Godiva has doubled the number of business partners in our retail channel. This would have overwhelmed our previous system. In fact, ramping that many business partners over that time frame would not have been possible without the team of B2B experts and processes we have in place through GXS Managed Services."
>
> —SUE PHILLIPS, GODIVA
>   EDI PROJECT MANAGER

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