



# Powering Next-Generation Grocery

## Orchestra pilots IGA to the top of online grocery with commerce in the cloud



Sobeys Inc. is one of Canada's only two national grocery chains. Its retail banners include Sobeys, Safeway, IGA, Foodland, FreshCo, Price Chopper, Thrifty Foods and Lawtons Drugs, with approximately 1,500 stores covering all 10 provinces. They are also one of North America's pioneers in online grocery since 1996 through their IGA banner, Canada's largest group of independent grocers. The 285 IGA retailers depend on Sobeys Inc. to invest in ways to help improve customer experiences and drive in-store sales. Sobeys chose Orchestra to modernize their national online ecommerce model through implementation of the innovative Commerce Orchestration™ platform, and leverage IGA's existing online presence for the launch.

### ADAPT

Fragmented systems and data are now orchestrated on a unified ecommerce platform with 285 connected IGA stores.

### PERFORM

Online product offering doubled from 15,000 to 30,000 and ecommerce site is now responsive so customers can shop anywhere, anytime.

### INNOVATE

Cross-merchandising, omnichannel customer service and order management, and efficient in-store order fulfillment are just some of the powerful new capabilities.

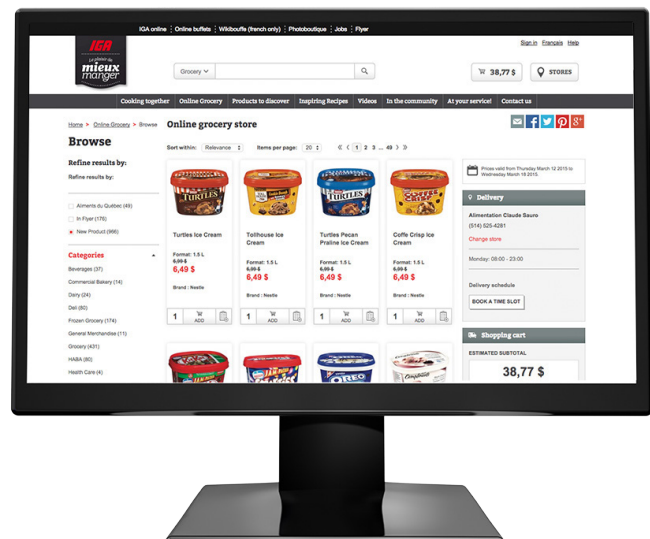
## THE SITUATION

The previous version of IGA's online grocery dated back to 2008 and was somewhat limited in terms of functionality. Furthermore, the transactional platform was completely separate from the corporate website, limiting the possibilities of cross-merchandising and marketing strategies between the promotional content and e-commerce sales.

On the customer side, multiple accounts were needed to connect to the different platforms and the aging transactional website prevented shoppers from paying online or on behalf of relatives.

*"This is by far the most advanced online shopping experience for our customers. Orchestra truly understands the complexity and logistics of online grocery and were instrumental in bringing our omnichannel strategy to life in a short time-span by leveraging cloud technology."*

Alain Dumas, Senior Director, Public Affairs and Digital Strategy at Sobeys.



## THE SOLUTION

In order to realize the business needs of Sobeys, Orckestra implemented a solution that includes a group of client-facing applications and widgets that could be designed to fit the various banners, beginning with IGA. Orckestra also developed a responsive interface that helps customers interact with the e-commerce functionalities on all tablets and mobile devices.

### ORCHESTRATED DATA ACROSS PLATFORMS

Orckestra's Commerce Orchestration™ architecture answered one of the biggest challenges of an omnichannel grocery strategy by streamlining the vast amount of product information and fully synchronizing data with multiple Sobeys SAP instances. Now, daily import of products, prices, stores and inventory information is fully integrated for all 285 IGA stores. All this running smoothly in Microsoft Azure.

### SEGMENTED PRODUCT OFFERINGS

Sobeys Inc. is powered by a unified ecommerce foundation in Orckestra Commerce with IGA's front-end components completely independent and customizable. With customer, order and marketing engines completely integrated with Sobeys' product catalogs, IGA customers get a more personal online shopping experience with access to their favorite store's local products, prices, promotions and assortments.

### COMPREHENSIVE CUSTOMER SERVICE CAPABILITIES

The Orchestration Console is the command center where IGA's customer service representatives and in-store staff are now empowered to easily manage all orders and customer profiles via a single web interface, and designate scheduled pick-up or home delivery time slots.

## THE RESULTS

IGA customers now have the ability to browse weekly flyers, consult advanced product information, read nutritional advice, discover new recipes, view order history, create lists, and shop for their weekly grocery needs, all under a single umbrella.

The Orckestra Pick & Pack mobile application improves operational efficiency enabling faster and accurate order picking and allowing for more informed customer interactions for the best possible personal service.

With an orchestrated commerce foundation running on the cloud, Sobeys was able to implement their new IGA ecommerce strategy much faster, with omnichannel capabilities and one of the most state-of-the-art online offerings solidifying their status as a national grocery leader and pioneer.



Blending technology, innovation, strategy and creativity, Orckestra represents the new commerce generation of companies offering products, solutions and services that converge online with in-store experience. Passionate about our mission to enable great brands to adapt, perform and innovate in the digital economy, we have built an undisputed reputation for delivering excellence and ensuring client satisfaction.

### CANADA OFFICE

1100 av. Canadiens-de-Montreal #540  
Montréal, QC, H3B 2S2  
SALES: 1 855 747-1929

LEARN MORE AT  
[orckestra.com](http://orckestra.com)

### US OFFICE

100 Congress Avenue #780  
Austin, TX 78701  
SALES: 1 855 747-1928

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