

Enabling U.S. eCommerce Integration for Lavazza

Industry: Consumer Packaged Goods (CPG) — Coffee & Beverage

THE CHALLENGE

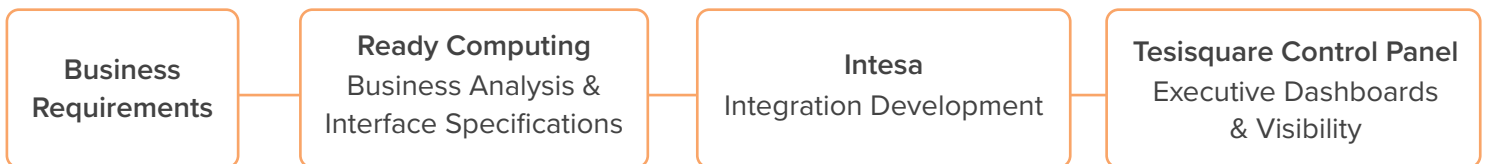
As Lavazza expanded its U.S. retail presence, it needed to support electronic ordering with major retailers including Amazon, Publix, and Roundy's. Each retailer had unique integration requirements, creating the need for detailed interface specifications that could be consistently implemented across multiple systems.

- Support multiple retailer-specific ordering requirements.
- Define clear business and technical interface specifications.
- Coordinate implementation across U.S. and Italian teams.
- Provide executive visibility into retail order activity.

READY COMPUTING'S ROLE

Ready Computing served as Lavazza's business analysis and integration consulting partner, working with Lavazza to document business processes and develop detailed interface specifications for electronic ordering with Amazon, Publix, and Roundy's.

These specifications became the implementation blueprint used by the Intesa integration team in Italy to build the interfaces. Once implemented, Intesa supplied order data to Tesisquare's Control Panel, providing executive dashboards and operational visibility across the retail ordering process.



BUSINESS OUTCOMES

