



Green Mountain Coffee Roasters,
Inc.
Waterbury, VT
www.greenmountaincoffee.com

Industry:

Consumer Goods

Annual Revenue:

US\$500 million

Employees:

1,250

Oracle Products & Services:

Demantra Trade Promotion
Management
Demantra Deduction and
Settlement Management
Oracle Advanced Customer
Services

Implementor:

Oracle Consulting

“With the help of Oracle Advanced Customer Services we were able to identify the best trade promotion management solution for our business needs. Then, Oracle Consulting made our aggressive timeline—less than five months—work with expert advice and hands-on, personal project management.”
– Rod Ely, Director of Enterprise Applications, Green Mountain Coffee Roasters, Inc.

Green Mountain Coffee Roasters, Inc. Deploys Trade Promotion Management in Less Than Five Months

Green Mountain Coffee Roasters, Inc. (GMCR) is recognized as a leader in the specialty coffee industry for its award-winning coffees, innovative brewing technology, and socially and environmentally responsible business practices. GMCR manages its operations through two wholly owned business segments: Green Mountain Coffee and Keurig. GMCR has been recognized repeatedly by various sources as a good corporate citizen and an innovative, high-growth company.

Challenges

- Move from a reactive, disparate trade management process to a more proactive, integrated approach to retain a leadership position in the highly competitive coffee industry
- Manage coffee and merchandise deals and promotions with insight into their overall impact on sales and revenue
- Deploy a trade promotion management solution prior to the start of the company’s next fiscal year

Solution

- Leveraged Oracle Advanced Customer Services to gain expert advice and guidance to help evaluate various Oracle offerings for trade promotion planning and execution
- Identified Oracle’s Demantra applications as the best fit for GMCR’s business needs
- Engaged Oracle Consulting for project management assistance, functional and technical resources, and database administration and tuning support
- Implemented the trade promotion management system in less than five months—less than half the industry average time to go live
- Replaced reactive trade promotion management processes that yielded disconnected views of products, customers, contacts, and performance with a more proactive, integrated approach that enables comprehensive visibility
- Replaced manual, spreadsheet-based processes for managing a growing variety of promotional tactics with an online system that delivers instant intelligence