



Green Mountain Coffee Roasters
Waterbury, Vermont
www.greenmountaincoffee.com

Industry:

Consumer Goods

Annual Revenue:

US\$280 million

Employees:

975

Oracle Products & Services:

PeopleSoft Enterprise
Supply Chain Management
Supplier Relationship Mgmt
Financial Management
Customer Relationship Mgmt
Performance Management
Human Capital Management

Implementor:

Oracle Consulting

“PeopleSoft gives us a great competitive advantage, because it gives our people the information they need to do their jobs, to meet their customers’ needs.” – Bob Stiller, CEO, Green Mountain Coffee Roasters

Green Mountain Coffee Roasters Decreased Order Error Rate by 50%

Green Mountain Coffee Roasters, Inc. is recognized as a leader in the specialty coffee industry for its award-winning coffees and successful business practices. The Company sells more than 100 high-quality selections, including Fair Trade Certified and organic coffees under the Green Mountain Coffee Roasters and Newman's Own Organics brands. While the majority of the Company's revenue is derived from its wholesale, direct mail, and e-commerce operations, it also owns Keurig Incorporated, a pioneer and leading manufacturer of gourmet single-cup brewing systems.

Challenges

- Track 15 million pounds of coffee and a customer base over 8,000
- Manage seasonal promotions, tremendous growth and expansion, and the fluctuation of coffee supply

Solution

- Allowed company to focus efforts on getting great coffee to its customers, rather than on grappling with technology issues
- Decreased order error rate by 50% at Green Mountain Coffee Roasters
- Reduced time to less than 24 hours between when an order is entered and when the customer gets the product
- Saved two to three hours daily on demand and inventory levels as well as machine availability
- Totally integrated, one system, one-stop shopping—enables Green Mountain Coffee Roasters to better plan for longer range forecasting, identify real-time material shortages, and schedule factories in a more even flow
- Provided view of product inventories in regional distribution centers to more orders more accurately
- Allowed placing orders to suppliers on one common platform—all assets, raw materials, and finished goods