JELLY BELLY® UPGRADES TO CLOUD COMMERCE AND THEIR SALES SOAR

GROWING PAINS

Founded in 1869, Jelly Belly Candy Company was an early adopter of the direct-to-consumer retail model. The forward-thinking brand developed a custom homegrown eCommerce system with the goal of connecting with consumers and retailers. However, as Jelly Belly grew, it became clear they needed a platform that could scale to meet customer demands for their world-famous candy. Their eBusiness and developer teams began experiencing the headaches of maintaining the legacy eCommerce system.

To stay competitive, Jelly Belly needed a solution that was easy for their business teams to use, responsive across devices, and was capable of supporting their high-growth B2C and B2B channels. And they wanted to do it fast.

A SWEET PARTNERSHIP

Kibo partnered with Jelly Belly to help them refocus on growing their online B2C and B2B business. With a modern, cloud-based solution in place, Jelly Belly decreased the cost and burden of on-site hosting and ensured they could operate on the latest technology with regular platform updates. The mobile-first architecture simplified the mobile purchasing experience for customers, giving Jelly Belly a natively responsive site across devices for the very first time.

2X FASTER WEBSITE

300% INCREASE IN MOBILE SALES

> " We built 40 sites on Kibo with less staff than when we were just maintaining 6 sites. If we had to build 40 sites on our old platform, we would need double the staff & 3 to 5 years. "
>
> *BRANDON FINCH* DIRECTOR OF *eBUSINESS*

Kibo eCommerce also gave their marketing and merchandising teams the freedom to rapidly roll out discounts, create coupons, update site images and more – all without having to depend on IT. The eBusiness team now can quickly launch new sites from a single admin, leveraging a master catalog to further simplify inventory management. Now, Jelly Belly spends their time building their business, not maintaining the technology.

BIG RESULTS

Using Kibo's open API, Jelly Belly successfully integrated Kibo eCommerce with their existing ERP system to manage order and inventory data. The successful relaunch of their website was an instant upgrade to their entire ecosystem and provided a platform for future growth. The brand launched 46 B2C and B2B websites in record time – something that wasn't possible on their custom platform. Kibo removed the burden of technology maintenance, giving their teams the capacity to focus on innovating new ways to engage with customers. Jelly Belly customers now enjoy a faster, more engaging online experience - the ultimate sweet spot for everyone.

ABOUT JELLY BELLY

Since 1869, Jelly Belly has been making some of the world's most desired candies, becoming a US household name synonymous with jelly beans. Like most branded manufacturers, this candy maven has understood the potential to reach online consumers through engaging digital experiences that enhance the brand, showcase its delicious products and most importantly, entice customers to feed their sweet tooth through direct online transactions.

eCOMMERCE HAS NEVER BEEN SWEETER

CHALLENGES

- Expensive, inflexible, and dated homegrown system
- Inability to focus on growing online sales
- Small team managing multiple B2C and B2B sites

SOLUTION

- Built-in publishing tools
- Powerful theming engine for automatic site rendering across devices
- Drag-and-drop user interface for quick site updates
- Master catalog for streamlined catalog management

MORE RESULTS

21% increase in site traffic

45+ websites launched

SEE MORE CUSTOMER SUCESSES

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We provide cloud commerce solutions inspired by your needs and designed to empower your teams. We're at your side, committed to your financial success in an unpredictable world. Together, we can see further, think bigger, and climb higher.