



JELLY BELLY® UPGRADES FROM HOMEGROWN TO MODERN

CHALLENGES

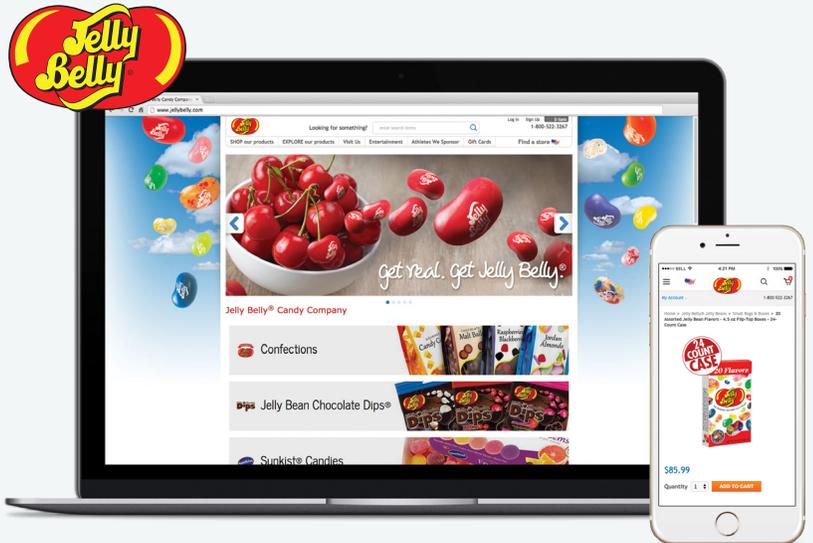
Jelly Belly developed a homegrown ecommerce system with the goal of connected consumers to retailers. As Jelly Belly grew, so did their need for an ecommerce system that could be scaled to sell their world famous candy. Their eBusiness team and developers began experiencing the headaches associated with scaling their platform to meet customer demands.

Jelly Belly needed to launch multiple sites that were also responsive, would scale with their growth and give their eBusiness team the power to update merchandize, promotions and content without the help of IT. And they wanted to do it fast.

SOLUTION

Kibo's true multi-tenant SaaS platform immediately solved IT's concerns over the cost of onsite hosting and maintenance of their homegrown platform giving Jelly Belly regular feature updates, freed up IT's time to focus on innovation and gave them peace of mind that their sites are reliable and secure. For the first time, Jelly Belly has a natively responsive mobile experience that simplifies the mobile purchasing experience.

Jelly Belly's eBusiness team now quickly launches multiple sites from one account, on a single catalog



2x

faster website

300%

increase in mobile sales



happy ebusiness team



MIGRATING FROM OUR HOMEGROWN PLATFORM TO KIBO HAS GIVEN JELLY BELLY THE POWER TO DRIVE GROWTH MUCH FASTER THAN WE COULD ON OUR OWN



Brandon Finch, Director of eBusiness, Jelly Belly®

all with the ability for business users to manage their own portions of the sites and make their own updates to products, promotions and content. This has been a huge advantage for Jelly Belly as they develop channel-specific pricing and promotion.

RESULTS

Using Kibo’s open API, Jelly Belly successfully integrated Kibo with their ERP system to manage order and inventory information. Jelly Belly’s entire commerce eco-system was instantly upgraded and future ready. Performance tests prove their website is loading faster than ever, and their once over-burdened IT and development teams are now focused on innovative customer experiences. Jelly Belly sites are now twice as fast, revenue from mobile sales immediately increased from 2% to 32% and they have a happy eBusiness team.

ECOMMERCE HAS NEVER BEEN SWEETER

CHALLENGES

- ▶ Replace dated homegrown system
- ▶ Focus expanding online sales
- ▶ One platform for B2C, B2B and consolidate content sites worldwide

SOLUTION

- ▶ Cost efficient SaaS platform
- ▶ Consistent experience across mobile
- ▶ Scale operations with master catalog
- ▶ Enable marketing and merchandising teams to develop and deliver on their omni-channel aspirations
- ▶ Empower eBusiness team to quickly update products, promotions and content

RESULTS

- ▶ Revenue from mobile grew from 2% to 32%
- ▶ Record sales the week after launch
- ▶ 2x faster website
- ▶ Happy eBusiness team



INDUSTRY: Specialty

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.

ABOUT KIBO

Kibo empowers retailers and branded manufacturers to achieve optimal performance of B2C and B2B commerce through unified consumer experiences. With more than 40 years of innovations, Kibo provides a complete omnichannel commerce platform delivered with the lowest total cost of ownership and the fastest time to market. By leveraging cloud technologies, individualized buying experiences, and true enterprise scale, Kibo enables you to reach higher peaks of sales and consumer loyalty. No matter the challenge, Kibo powers your success.

To find out more about Kibo call 877-350-3866
or visit our website at www.kibocommerce.com

