



# Diversified Food Service Supply

Diversified Foodservice Supply is the market leading distributor of maintenance repair and operation (“MRO”) parts, supplies and equipment to the US foodservice industry. Learn more at [www.dfsupply.com](http://www.dfsupply.com).

Zero to  
**\$18 mil**  
run rate in the  
first three months  
of launch



## BUSINESS CHALLENGE

Diversified Foodservice Supply (DFS) is the market leading distributor of maintenance repair and operation parts, supplies and equipment to the foodservice industry.

DFS came to Four51 looking for a better online ordering experience for some of their biggest customers. With ten unique brands that sell over 100,000 SKUs to over 53,000 unique customers like Chipotle, Honey Baked Ham and more, offering a general product catalog to all customers wasn't an option any longer.

The eCommerce technology they had been using wasn't flexible enough to allow them to respond to each customers' unique requirements. Many customers had unique pricing, catalog access and workflows that needed to happen before an order was approved and submitted. Their current technology couldn't support this. They knew they would continue to rack up costs on unnecessary manual processes if they didn't make a change. Plus, they knew they had a short window to set themselves up for success and leadership in their industry.

They came to Four51 looking for an eCommerce platform that could power account-specific ordering experiences for their key B2B accounts. The same platform needed to work across each of their ten brands, including Tundra Restaurant Supply, Franklin Machine Products and Allpoints.



## SOLUTION

With an aggressive launch plan in mind, Diversified Foodservice Supply worked with Four51 to create a solution that would allow them to develop and release custom user interfaces for each account with control over the brand, catalog visibility, pricing tiers, approval rules, payment methods and more from one, single administrative interface.

Each of their enterprise-level customers has very unique requirements. Some are highly focused on creating complex approval workflows and routings, while others prioritize a single site with varying experiences based on internal groups (like role, department, geography, etc.). The team at DFS can help the customer imagine a very efficient and effective workflow and experience for their restaurant locations and staff that is unique to them, and keep all of these separate experiences managed in a very efficient manner.

With the flexibility of Four51 OrderCloud, the team at DFS can now help the customer imagine a very specific experience for their restaurant locations and staff that efficient and effective.

While each solution is customized to the restaurant's specifications, it is easily configured from one customer to the next. This keeps the cost per implementation low, and the return high.

## A LOOK INSIDE CHIPOTLE'S CUSTOM ORDERING EXPERIENCE

Chipotle, premium customer of Diversified Foodservice Supply, worked with DFS to implement unique features that chain locations needed to complete orders. On their application, the product visibility is dependent on the users' status within the system; or in other words, different users see different products when they log into the application. In addition to product visibility, they've also limited users' purchase capabilities based on their role. Store employees only have the ability to purchase specific products with terms or a purchase order. These orders then need to be shipped to one of the designated address. Facility managers, on the other hand, can order on behalf of multiple stores and use alternative payment methods.



**// We won several deals in part due to the technology we have available to our customers. It was a key aspect of several chains re-signing and rolling this out to other parts of their business. It has become a key part of our business development toolkit now. //**

Michael Bailey, Chief Technology Officer  
at Diversified Foodservice Supply



## RESULTS

DFS has rolled out multiple customized online ordering applications for customers in the foodservice industry so far. They have gone from a zero to \$18 million run rate in the first three months of 2018, and that has continued to grow. They've also been able to win new deals with this new strategy. Their sales team approaches prospective customers with a custom online ordering experience as a key component of their pitch. Being able to do this has added to the DFS value proposition for new customers.

## About Four51

Inspired by the temperature at which paper burns (451°), Four51 is a technology solutions company dedicated to shattering antiquated business processes and out-innovating the limitations of eCommerce. We design, develop, and deliver digital transformation through customizable and scalable eCommerce, order management and B2B marketplace solutions powered by our API-first, headless eCommerce platform, Four51 OrderCloud™, that dramatically change the economics of their businesses. Companies spanning manufacturing, distribution, and retail have looked to Four51 as their go-to strategic partner for the past 20 years. Learn more at [www.four51.io](http://www.four51.io).