



A Triple Crown Event

DISTRIBUTION, TECHNOLOGY & SUPPLY CHAIN



The Foodservice Distribution CONFERENCE & EXPO



The Foodservice Distribution
CONFERENCE & EXPO
OCTOBER 7-9, 2007
LOUISVILLE, KY



Making the Web work for you

John Shephard, Web Systems Director
Martin Bros. Distributing Co., Inc.



Making the Web work for you

- It is not cool to have just a Web site
- Days of “About Us” and “Sign our guestbook” are gone.
- Many tried to conduct business and failed...but why?



Making the Web work for you

Lack of Infrastructure (Hardware/Network)

- Dial-up connections too slow
- High speed expensive IF available
- Computing power fraction of today's



Making the Web work for you

Lack of Technology (Software/Language)

- Browser incompatibilities
- Integration with legacy systems difficult
- Tracking visitor in stateless environment difficult



Making the Web work for you

Lack of Talent/Skills

- Internet technologies so new there were no schools or degrees
- Limited talent pools
- Those with skills were specialized



Making the Web work for you

Lack of trust from public

- People afraid to perform transactions over the internet



Making the Web work for you

- Everyone sees potential of Internet
- Few found actual PROFIT!
- Companies gain venture capital and fail



Making the Web work for you

- Dot com BUST
- IT workers laid off by thousands
- IT development goes overseas
- Stock market hit



Making the Web work for you

- Hurdles and obstacles become public knowledge
- Learn from mistakes
- Large companies begin to invest in infrastructure
- Weeded out the riff-raff
- Demand actually rose



Making the Web work for you

Door opens for Web Applications



Making the Web work for you

Infrastructure BOOM

- Broadband affordable to consumer
- Choices: Fiber, DSL, Satellite
- Wireless 802.11x
- Access points and WI-FI hot spots
- Cellular Cards , Phones, PCA's
- FAST, powerful machines



Making the Web work for you

Technologies evolve

- .Net / Java

Common languages

- XML

Web Services provide connectivity to legacy
systems



Making the Web work for you

IT skills advance

- Certifications available in specialized fields
- College and advanced level courses become available
- Online resources always available



Making the Web work for you

Trust Established

- People become used to the online experience through email, work, research, shopping, dating, video games



Making the Web work for you

- Proven successful
- Proven PROFIT!!!!!!
- Society now EXPECTS online presence

Ready for Web Applications



Making the Web work for you

Examples

- Bill Payment
- E-Trade
- Google
- Ebay
- Web MD
- Eharmony



Making the Web work for you

What do they do different?

- Provide Knowledge
- Provide Convenience
- Provide Value

Make Life Easier!!!



Making the Web work for you

What do they do different?

- Available on multiple devices
- Rival traditional “Thick Client” software (the stuff you have to install)



Making the Web work for you

How does this apply to Foodservice?

- Many customers online
(more than you think)
- Provide order, inventory, invoice,
reporting, product info, nutrition info,
take payment, bar code scanning



Making the Web work for you

DSR

- Receive product info on demand
- Ordering
- Alerting/Reporting
- Communication

DSR can't do \$10 million/yr taking orders



Making the Web work for you

Transportation

- Wi-Fi enabled truck monitoring
- Electronic signatures
- Correct invoices on location (no credits)
- Piece count and delivery accuracy
- Drivers see routes updates anytime



Making the Web work for you

Warehouse

- Wireless scanning during receiving captures UPC
- Product scanning reduces pick errors and increases pick rates.



Making the Web work for you

Trading Partners

- JIT order replenishment
- Rebate & allowance tracking
- Product demand statistics



Making the Web work for you

Executive / Management

- Data analysis
- Forecasting
- Exception alerts
- Drill-down problem solving



Making the Web work for you

What does all of this have to do with my
Web site?



Making the Web work for you

- Your Web site(s) should be the portal(s) to your Web applications.
- This is where all the pieces are tied together



Making the Web work for you

Provide Knowledge

Provide Convenience

Provide Value

Make Life Easier!!!



Making the Web work for you

What are we missing in the Foodservice industry?

STANDARDS!

If we don't invent our own standards, someone else will do it for us!

**The Foodservice Distribution
CONFERENCE & EXPO**
OCTOBER 7-9, 2007
LOUISVILLE, KY



John Shephard
Martin Bros. Distributing Co., Inc.
jshephard@martinsnet.com

John Shephard, Web Systems Director
Martin Bros. Distributing Co., Inc.