Gordon Food Service Data Modernization

Kin + Carta created data pipelines to supply an integrated consumption data store to support GFS's operational and analytical needs. This includes management of pricing and promotions, tracking historical product price changes, and purchase behavior.

The challenge

GFS's consumer applications leveraged multiple data sources with a mix of on-prem and cloud. Internal and external facing applications were directly connected to the data source, creating varying views and dependencies for db administration causing rigidity.

The solution

Kin + Carta built a data pipeline which integrated consumption data store to support GFS's operational and analytical needs. It manages costs and the resource overhead on database admins, and it delivers data significantly faster while using BQ for limitless compute along with Dataflow for ETL processing of batch and streaming data with CI/CD automation integrated into the data pipelines.

The results

20% increase in segment of users ordering 90% or more online 99% improvement to customer feature requests Adoption increase from 25% to 96% in Canada

> " Our speed to market has improved exponentially which is attributable to the process that Kin + Carta has brought to bear. "
>
> Mike Kennedy, CIO, Gordon Food Service

Gordon FOOD SERVICE

About Gordon Food Service

Gordon Food Service is a leading family-owned food distributor in Grand Rapids, MI servicing restaurants, the healthcare industry, and schools.
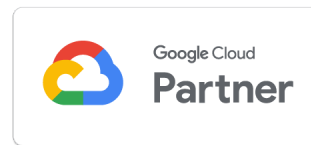
Industry: Food, Beverage & Restaurants

Primary project location: United States

KIN+CARTA

About Solstice Consulting, LLC (DBA Kin + Carta U.S.)

Kin + Carta is a technology, data and experience digital consulting firm that believes in using business as a force for good.

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