Gordon Food Service: Gordon Ordering

In 2018, Kin + Carta helped deliver a pilot of GFS's new system, Gordon Ordering, to its Canadian customers. It had to be operational in six months. To achieve this tight timeline, GFS chose to develop and deploy the application on Google Cloud.

The challenge

For years, GFS captured customer orders through 2 on-premises systems: an internally developed Customer Relationship Management app for the US and an off-the-shelf Enterprise Resource Planning system for Canada. Although the customer experience was good, the company wanted the Business-to-Business ordering process to be more like a modern Business-to-Consumer shopping experience.

The solution

The new application was built using microservices on GKE, a managed service that enables rapid application development and iteration by making it easy to deploy, update, and manage applications and services. Using agile software development methodologies, the pilot was delivered in just 209 days, leveraging Cloud Build for fast, consistent, automated container builds.

The result

Canadian customers now benefit from substantially improved search functionality and a streamlined look and feel. For example, autofill suggestions, "did you mean," and spelling corrections help customers find the products they're looking for faster and easier. By establishing ongoing, iterative feedback loops with customers, Gordon Food Service is increasing customer loyalty and satisfaction.

> " "If we needed to, we could tear everything down and build it back up in less than an hour and redeploy anywhere. That's the beauty of having Google Kubernetes Engine behind Gordon Ordering. Since we launched, we've had zero customer-facing downtime, so customers can always place orders." "
>
> Derek Pontius, Principal Software Architect, Gordon Food Service

About Gordon Food Service

Since 1897, Gordon Food Service has been known for offering customers uncompromising quality and heartfelt service. The company has grown to become the largest family owned business in the foodservice industry, serving foodservice operators in the United States and Canada.
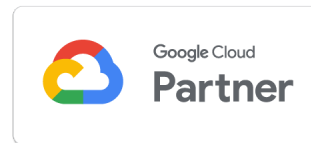
Vertical/horizontal solution: Food, Beverage & Restaurants

Primary project location: Canada

KIN + CARTA

About Kin and Carta Partnerships LLC

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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