

Client Success

BAKED BY MELISSA

PROCESS MANUFACTURING | ECOMMERCE

BAKED BY MELISSA MAKES LIFE SWEETER WITH HELP FROM NET AT WORK AND SAGE X3



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CHALLENGE

Baked by Melissa was experiencing strong growth, but its technology infrastructure was slowing it down and threatening its ability to scale.

SOLUTION

The company partnered with Net at Work to optimize Sage X3, improve its eCommerce workflows, and streamline its corporate gift orders.

IMPACT

- Optimized integration between Magento 2 and Sage X3 successfully processes 10s of thousands of orders
- Order volume has increased 2-3 times without performance impact
- Cloud at Work ERP hosting service provides single source of support for both platform and applications
- Sage X3 rollout to all aspects of the operation streamlines tasks and delivers visibility and control

Baked by Melissa is a female-founded company that makes life sweeter – for the lucky New Yorkers who live or work near one of the company’s 14 retail locations and for mini cupcake enthusiasts across the country who order through the company’s web store. It’s the success of this web store that propelled the Baked by Melissa brand, helping catapult it to a \$30 million enterprise in just 12 years. Net at Work is the technology partner Baked by Melissa relies on to ensure its front and back office operations are ready to satisfy the appetites of an ever-growing fan base.

PARTNERSHIP FOR GROWTH

“We didn’t have all the resources we needed to support our growth,” recalls Adi Ben-Ishay, Director of Compliance for Baked by Melissa. “Net at Work has deep bench strength among their consultants, developers, and technicians. We chose to work with Net at Work to update our eCommerce platform, improve our corporate gifting order processing, take over our application hosting, and roll out Sage X3 to the entire organization.”

SOLVING TECHNOLOGY CHALLENGES

Baked by Melissa was experiencing nagging performance issues with its existing Magento eCommerce platform and ERP integration. The system would often hang when faced with large transaction volumes. Also, an older customization intended to handle corporate gifting multiple recipient orders (MROs) was unreliable, requiring staff to review hundreds of individual orders manually. Net at Work suggested several steps the company could take to improve performance and reliability.

“Net at Work worked with us to upgrade our eCommerce platform to Magento 2,” explains Ben-Ishay. “They rewrote the integration between Sage X3 and Magento 2 and developed an integrated solution to handle our MROs. Next, they moved Sage X3 to their Cloud at Work hosted ERP environment where they could provide the highest level of service and support.”

“ERP is difficult to get right, but Net at Work gets it right. Their team is knowledgeable, experienced, and professional. They have expertise in multiple areas and are quick to react and fix issues. Net at Work has our confidence.”

Ben-Ishay says the impacts of the improvements were immediate and significant. “We’re handling two-to-three times the order volume we were handling before, with zero performance issues. In one three-week period, we processed 65,000 orders. Previously, we would have been challenged to process half that number.”

BUSINESS POWER UNLEASHED

When Baked by Melissa began using Sage X3 several years ago, it was in the middle of another rapid-expansion time for the company.

“We chose to implement only the order processing portions of the software then,” recalls Ben-Ishay. “We purchased Sage X3 for its process manufacturing capabilities and went live in 2020. Net at Work helped us unleash the power of Sage X3, extending its functionality to all our departments and locations, from the bakery to the warehouse and distribution facilities.”

Net at Work worked with Baked by Melissa to configure Sage X3 to optimize purchasing and receiving tasks, tighten inventory control, streamline manufacturing and sales kitting processes, and implement lot tracking workflows.

“We had gotten pretty good using spreadsheets for all those tasks, but with Net at Work’s help we’ve built a strong platform capable of supporting our growth,” says Ben-Ishay. “We’re automating manual tasks and gaining the visibility and control that will help us scale profitably over the long term.” To further expand Baked by Melissa’s insight and visibility into its operations, the company engaged Net at Work to implement Sage Enterprise Intelligence (SEI), creating extensive financial modeling views and reports.

MEASURABLE IMPACTS

The move to Cloud at Work has been a game-changer for the company. It had been using a leading cloud hosting provider but struggled with performance issues when transaction volumes picked up.

The provider had run tests, but could not pinpoint the problem. “There was finger pointing as we worked to determine if it was due to a problem with the servers or the application or something else,” says Ben-Ishay.

“With Cloud at Work, we have a single provider that takes responsibility for our entire infrastructure. Shortly after our move to Cloud at Work we had our largest volume month ever and experienced no performance lags. We’re confident we can continue to grow and scale on the Cloud at Work platform.”

PROMISE KEEPER

Ben-Ishay says he wouldn’t hesitate to recommend Net at Work to other growing companies. “ERP is difficult to get right, but Net at Work gets it right. Their team is knowledgeable, experienced, and professional. They have expertise in multiple areas and are quick to react and fix issues. Net at Work has our confidence.”

Net at Work – Business Performance Unleashed.

Net at Work provides their clients with the vision, leadership and support of a Virtual CIO. This allows them to focus on their core competencies knowing they can fully rely on Net at Work to implement technology solutions that unleash new levels of efficiency, performance and success. With experience across virtually every business discipline, the Net at Work team supports over 6,000 organizations in making software, systems and people work together in achieving their core organizational objectives. Their comprehensive range of services and solutions include ERP, CRM, Employer Solutions, eCommerce, Payments, to Cloud and IT Managed Services. From the company’s founding in 1996, Net at Work has garnered wide industry recognition as problem-solvers and promise-keepers, which are the foundational principles on which all their client relationships are based, and that their clients say they value the most.