

# System Helps Boston Bread Rise to the Occasion

Boston Bread sells their locally-produced baked breads to pubs, restaurants and hotels in the Boston area.

## Challenges

Due to a high-demand for their locally-produced breads, Boston Bread found it challenging to inventory and create the internal operational support needed to deliver their fast-moving, perishable product.

Ideally, a customer portal that supported B2B sales was needed to eliminate current manual processes that didn't allow customers to self-serve their own needs, nor were they able to see real-time inventory availability.

## Solution

The System solution made it possible for Boston Bread to launch an easy-to-use customer portal that supported real-time product availability and online sales.

Now Boston Bread can focus on making a great product and taking care of their best customers through the

## Highlights:

- Boston Bread streamlines sales, inventory and operations, improving customer service
- System guided Boston Bread in the setup and branding of their customer portal
- System unified customer, inventory and sales data to streamline operations

System platform. The team is also able to review sales data and better predict seasonal rushes through reporting accessed within the platform.

**“System makes it so easy to list and sell on multiple marketplaces. Their team supported us on launching our company and brand without a hitch.”**