

Microsoft Office System - Solution Brief

"SharePoint Server 2007's portal, security, and content management features give us the tools to expand our global operations with the business insight to work more efficiently"
Director, Business System Development, Starbucks Coffee Co.

Leading global coffee retailer improves business processes and enhances store Web portal with Microsoft Office SharePoint Server 2007

Situation

Starbucks® Coffee Company purchases and roasts high-quality whole bean coffees and sells them along with fresh, rich-brewed, Italian-style espresso beverages, pastries, and coffee-related accessories and equipment—primarily through its company-operated retail stores. In addition, the company sells whole bean coffees through a specialty sales group and in supermarkets.

The company has a corporate Web portal that is sectioned into a partner portal that employees access in the corporate and field locations, and a store portal accessed by employees in the retail stores. The store portal was implemented in 2003, and since then has progressed from a non business-critical tool to the primary means for communications between the corporate office and its stores, replacing previous paper-based correspondence. As a result, the store portal visits per week have risen over 190% from 60,000 visits a week to approximately 175,000 visits per week. Additionally, the need for partners to create and have access to business analysis reports, the latest business news and updates, comprehensive search results and training material, has increased. Insufficient reporting and search functionality, portal instabilities, and capacity limitations prompted Starbucks' decision to redesign the store portal to allow its partners and employees to operate more effectively.

Solution

As a participant in the Microsoft® Rapid Deployment Technology Adoption Program, Starbucks deployed Microsoft Office SharePoint® Server 2007 to create a separate and stable store portal environment that would help reduce inefficiencies at peak site traffic times by streamlining business processes and incorporating effective monitoring and reporting. The new portal will be accessed by approximately 24,000 users in more than 6,000 stores across North America and Canada.

Microsoft Office SharePoint Server's out-of-the-box capabilities make it easy for Starbucks to redesign its sales portal with a more intuitive

interface. The Business Document Workflow functionality in Office SharePoint Server 2007 will help Starbucks establish processes for enhancement requests and event cycles. Store partners will have centralized access to the manifests, third-party vendor ordering Web sites, and other resources necessary to efficiently manage inventory and maximize sales.

In order to help ensure the security of customer and partner data—as well as maintain regulatory and information security compliance—Starbucks will take advantage of document management privacy controls in Office SharePoint Server 2007 to secure customer and partner information and communications. Moreover, advanced enterprise search capabilities in Office SharePoint Server 2007 will enable Starbucks employees to query various document libraries at once based on document content, document type or area of interest. SharePoint portal usage reporting, Microsoft Operations Manager (MOM) and other analytic tools will provide the Starbucks IT staff with the monitoring tools needed to track site traffic and maintain Web service availability. These features combine to help Starbucks create a stable store portal environment that will further communications and collaboration between partners and enable more efficient and effective business processes.

Benefits

- To support store growth and capacity needs by improving system stability with effective monitoring and reporting tools
- To allow store partners to work more efficiently and effectively with an intuitive portal interface and easy access to information across the enterprise
- To help maintain data security with enhanced document management and privacy functionality
- To align store priorities with company objectives by integrating trends and growth reports with partner communications



Fast Facts

Customer: Starbucks Coffee Company **Web Site:** www.starbucks.com **Country/Region:** United States **Industry:** Retail

Customer Profile

Seattle-based Starbucks Coffee Company specializes in roasting and preparing high-quality whole bean coffees, sold along with fresh, Italian-style espresso beverages, and coffee-related accessories through its worldwide retail stores.

Software and Services

The 2007 Microsoft® Office system
- Microsoft Office SharePoint® Server 2007

Business Situation Summary

Starbucks needed to create a more stable store portal to allow its store partners to operate more effectively and profitably. The company also needed to monitor server activity to better manage site traffic issues.