


<b>Project:</b>	<b>Integrated Online Ordering System</b>	
<b>Company:</b>	<b>Deliverance</b>	
<b>Business:</b>	<b>Fresh, Fast-food Kitchen and Delivery Service</b>	

– Case Study –  
DELIVERANCE

### The Challenge

SilverSky previously developed a back office end-to-end process control system for Deliverance which has been successfully implemented and running for the past 2 years. The then online ordering system was divorced from this back office system in terms of customers, stock and order processing. The challenge was to develop an integrated and unified online ordering system that presents a single definition of a customer, stock, orders, etc. to the business. This system needed to perform well and be able to sustain the load many simultaneous customers placing orders.

### The Situation

Online orders were being faxed to the centralised call centre where they had to re-capture orders that were just placed on the web – this manual process compounded by the divorced definition of data often resulted in orders that were inaccurate and poorly supported customers. A system was needed, whereby the back office customer and stock database is shared with the online ordering and to re-use the same set of business rules already defined in the back office system for the online order processing.

### The Solution

SilverSky developed a web-based application (running ASP.NET 2 in a web-farm configuration) that offered tight transactional integration with the back office system supporting a single definition of customers, orders, products and stock whilst applying consistent order processing logic throughout the business. SilverSky also re-used their credit card processing system to integrate online credit card authorisation for customers paying by credit card.

Please see: [www.deliverance.co.uk](http://www.deliverance.co.uk)

### The Benefits

The benefits are a fast online order processing system that supports hundreds of simultaneous customers, presenting them with up to date stock levels in the menu, a streamlined ordering process, the ability to track their orders and also to pay securely by credit card. There is a reduction in cost to the business as no orders have to be manually re-captured resulting in increased customer satisfaction. Having a single definition of their customers allows for vastly improved customer modelling – used for marketing campaigns and reporting.

### Reference

Ross Clemmow  
Tel: +44 207 016 6494  
Email: [Ross.Clemmow@apeq.co.uk](mailto:Ross.Clemmow@apeq.co.uk)