



### **Brigham's Ice Cream**

*controls costs while  
expanding IT capabilities*

## SOLUTION OVERVIEW

### **The Challenge: Expand JD Edwards system without increasing capital expenditures**

According to Shelley Terizzi, Controller for Brigham's, there was a time when not everything about the ice cream business was so sweet. "We were expanding and business was booming, which was great, but we were also facing a computer hardware upgrade that represented a significant financial investment," recalls Terizzi. "Plus, we were short-staffed and needed additional personnel to handle the AS/400 operations and our growing internal network."

Terizzi turned to outsourcing to help Brigham's avoid additional capital and operating expenses while expanding its network capabilities, and continue to control costs as the company's enterprise needs evolve in years to come. The company was already running JD Edwards software and her account rep for the software provider told her about WTS, an exclusive hosting partner for JD Edwards EnterpriseOne and World.

After a few phone calls and an on-site visit, Terizzi knew WTS would be a good fit. "Not only is WTS an expert in the software we use—they even helped JD Edwards, now Oracle USA, Inc., develop some of its applications – they also took the time to understand our

### **Industry**

Restaurant Management and Food Manufacturing

### **Company Profile**

New Englanders have enjoyed dipping into Brigham's Ice Cream products for more than 80 years, making it the best-selling brand of ice cream in Boston. A lot has changed since Ed Brigham served his five and ten-cent cones from his neighborhood store. Today, more than 600 employees work at the Brigham's production plant, warehouse, and distribution center in Arlington, Massachusetts (nine miles west of Boston), and there are 30 restaurants throughout greater Boston.

### **Situation**

As the company's manufacturing facilities, distribution network, and restaurant chain have grown, so has its computer networking needs. Brigham's needed to expand its accounting system, but didn't want to invest a large capital expenditure for installation and maintenance of the new applications.

### **Solution**

In 1999, Brigham's made a strategic decision to control IT and staffing costs—while maintaining full control of its enterprise system—by outsourcing its expanding JD Edwards software needs. The company saved 25 percent in operational costs by outsourcing over initiating in-house services.



company's specific needs," says Terizzi. "Plus, we got very good feedback from several other customers regarding WTS' product knowledge and customer service."

WTS met Brigham's objective of controlling costs—

and then some. Terizzi estimates that the company saved 25 percent in operational costs by outsourcing over in-house services. "There was no capital expenditure to expanding the system and we pay a flat monthly fee which covers everything from renting the applications to any training or technical support we need," says Terizzi. "So, the issue of capital expenditure was effectively eliminated. Plus, we've saved on personnel costs because we didn't need to hire staff for installation and maintenance of the system."

Another primary concern was ensuring that data remained confidential and secure. Brigham's was sold on WTS when they demonstrated that nobody outside the company could obtain access to Brigham's data. WTS goes beyond firewalls and other internal security programs to include features such as off-site storage of data, back-up policies, and redundancy procedures for disaster control. According to Terizzi, Brigham's security is greatly enhanced over its in-house solution.

"We were concerned about loss of control, but that hasn't been an issue," says Terizzi. "Our system is still ours—and we maintain complete control over anything that happens to it—even though it resides on another host off-site."

Brigham's has also found several benefits of outsourcing that they didn't anticipate. "Our response time for obtaining data is much quicker, enabling fewer people to do more," Terizzi explains. "Since the overall system is faster and more reliable, there's less downtime than when it was running in-house."

Terizzi has some advice for companies considering outsourcing: "Make sure there is a good understanding of what your needs are and what the service provider can offer. WTS was honest in telling us if they could meet our system objectives, as well as providing cost and time estimates for customizing programs to streamline our system—and that's not always the case."

### WHY WTS?

The transition to WTS was not only cost-effective, but also timely. "WTS has been responsive to our needs from the beginning, when we sat down together to develop a plan for migration onto their system," recalls Terizzi. "When we switched over, everything went off without a hitch. A WTS representative was scheduled to troubleshoot on-site for two days, but we really didn't need him after a half-day and sent him home."

Brigham's appreciates WTS personal approach, as well as its expertise. "I felt that some of the other outsourcing companies I reviewed were just out for the big dollars; WTS caters to medium-size companies, so that made us a good match," says Terizzi. "Plus, we quickly learned that WTS could be trusted to provide reliable applications, and we had more time to focus on what we're good at—the ice cream manufacturing and restaurant business."



1100 Olive Way  
Suite 1100  
Seattle, WA 98101-1870  
206.436.3300 main  
206.436.3305 fax  
[www.wts.com](http://www.wts.com)