

Dawn Foods Recipe for Online Success

CASE STUDY



WEBSITE: <https://shop.dawnfoods.com>

INDUSTRY: Bakery Supplier



50% INCREASE
of customers
ordering online



80% FASTER
publishing
times



6 MAJOR RELEASES
in 6 Months
post-launch

ABOUT

Headquartered in Jackson, Michigan, Dawn Foods is a global bakery manufacturer and ingredients supplier with over 4,000 team members worldwide. Dawn Foods delivers partnerships, insights, innovations, products, and bakery expertise to more than 40,000 artisanal and retail bakers, food service leaders, and manufacturers in more than 100 countries.

SUMMARY

Dawn Foods chose Contentstack for its MACH (Microservices, API-first, Cloud-native, and Headless) driven digital infrastructure. Another primary factor for choosing Contentstack was its ease-of-use. Content managers at Dawn Foods use it daily for updating and publishing content, and they do it without requiring assistance from the development team. Contentstack enables Dawn Foods' marketing, business and technology teams to work simultaneously while providing a modern, engaging, and personalized ordering experience on any digital channel.

THE CHALLENGE

Before 2019, Dawn Foods handled all their orders in person and by telephone. They wanted to add an online option to give their retail bakery customers access to their extensive product catalog, the ability to order with one click, and a convenient online payment portal. Dawn Foods needed an agile platform that would scale. Looking into solutions, they found that all the viable eCommerce platforms were moving to API-first and microservices architecture.



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– Gireesh Sahukar, Vice President of Digital at Dawn Foods

THE SOLUTION

In addition to a composable, API-first, and microservices-centric architecture, Dawn Foods wanted its CMS to be developer-friendly. But ease of use for business users was also a significant factor in their choice. Gireesh Sahukar, Vice President of Digital at Dawn Foods, points out, “We wanted a CMS system that is easy for a business user to maintain, update, enhance, and manage.”

“Our business users shouldn’t have technical skills to be managing the content. The business user tooling needed to be robust and friendly to such user groups. That is where Contentstack was a better platform than the others that we looked at.”

When it came to implementation, Contentstack’s customer success team was fantastic in helping Dawn Foods get started. Dawn Foods’ team worked collaboratively with Contentstack architects and implementation partner consultants to make sure they had workable solutions that would scale. Sahukar states, “We had an excellent initial working relationship, and it’s only growing stronger.”

Sahukar continues by saying, “I have worked with content in other systems such as Adobe, Kentico, Sitecore, and more. It was pretty painful. To think that my team is managing all the content without needing technical skills whatsoever is astonishing. They can create the content, publish it, review it, and make sure it is propagated to different environments across our stack without needing developers or anyone from the operations teams to be involved. That is pretty close to magical.”

THE SOLUTION

An example of the ease of managing content for Dawn Foods was a couple of days after launching the site, the customer service team determined that the sign-up page's language was not very clear to customers. They asked to change it. Since the page's content was stored in Contentstack, it was easy to make the changes and publish it, so it was on the live site in minutes.

Contentstack is being used on Dawn Foods' online order site. Sahukar says, "Content updates in our site run 80% faster compared to publishing with a monolith CMS. In some cases, the content that could take up to a week to publish using a monolith CMS, we can publish in less than an hour with Contentstack."

Additionally, due to the system's composable nature, the velocity of updating the platform has been impressive, with six major releases in six months since the launch of the eCommerce site.



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In the article, "[Dawn Foods Whips Up a 'Headless Commerce' Recipe for Going Digital](#)," on the Digital Commerce 360 site, Bob Howland, Chief Digital Officer at Dawn Foods Global, says that "the capabilities of its new platform and ecosystem proved to be of high value early on." Within a month after launching its new platform, the team learned more about how customers wanted to use the site, so Howland's team made more than 40 updates to the customer-facing front-end interface.

Howland also points out that since the eCommerce site launch, more than 50% of Dawn's artisanal bakery customers have registered as online buyers, and nearly all online orders include products that a customer hadn't ordered before (through offline orders)."

"Every week, we're seeing registered customers buying the same products, plus one or two new ones," he adds. "And once a customer places two or three orders online—then they are sold on the online channel, and then only place orders online."



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RESULTS

Sahukar says, “We know that we have made a really good decision choosing Contentstack. We're extremely happy with our partnership. The kind of flexibility that Contentstack offers, not just to us, but also to the ecosystem partners that we want to work with, is pretty fantastic.” Together with Contentstack, commercetools, and Salsify, Dawn Foods has

- empowered its marketing team to create, review, and publish personalized omnichannel experiences for customers without developer assistance or coding
- improved its publishing speed, making the online order site 80% faster than other sites using a monolith
- unprecedented ability to publish six major releases in six months amassed extensive customer usage data and quickly made updates to reflect preferences
- enhanced agility to make content changes and publish them to the site in minutes

By implementing a MACH (Microservices, API-first, Cloud-native, and Headless) infrastructure, Dawn Foods has chosen all the right ingredients for business users to manage content while simultaneously letting the developers develop, integrate, and scale. All of which measures up to a recipe for success, both today and in the future.