

A New WMS Empowers Good Eggs to Reinvent Their Supply Chain and Bolster Their Competitive Advantage



Good Eggs is an online grocery delivery service based in the Bay Area that provides its customers with the simplest way to feed their families. They offer “absurdly fresh” local produce, easy weeknight meal kits, and staples — everything one would want — delivered right to their door. Having been in business since 2011, Good Eggs’ success was piling on, and they were outgrowing both their technology and warehouse space. It was time to freshen up their Warehouse Management System, and they selected Alpine Supply Chain Solutions to guide them through the transition.

The Challenge ▶

Outdated systems and space constraints

When explosive growth led Good Eggs to outgrow their current technology and warehouse space, the company turned to Alpine Supply Chain Solutions to help them understand both short-term and long-term options that would enable them to remain competitive and profitable while optimizing their overall supply chain. More importantly, Good Eggs was determined to stay true to their mission statement: “Absurdly Fresh Groceries, Delivered”. Good Eggs must keep extremely accurate and detailed accounts of its inventory, including shelf-life requirements, code dates, and discrete lot control details. As the company grew, many of its original processes and procedures were proving time-consuming and cumbersome. Because of this, Good Eggs was on the lookout for a new Warehouse Management System (WMS).

Engaging experts in WMS selection, implementation, and follow through

◀ The Process

Alpine started by conducting a detailed Best Practice Assessment (BPA) to establish and document current processes with an eye on best practices. The result of this exercise made it clear that Good Eggs did indeed need a new WMS. This new WMS needed to be nimble, flexible, and easily adaptable to the ever-changing Grocery/Food Industry regulations and requirements. Alpine helped Good Eggs select HighJump (now Körber), a tier-one WMS. The HighJump WMS provides a foundation of best practices for receiving, put-away/flow-through, inventory management, order processing, replenishment, pick/pack, and shipping/loading. Most notably, it also provides Good Eggs with the unique ability to build and leverage their own unique business processes using HighJump configuration tools.

The Outcome ▶

As a Food Grocery delivery company, Good Eggs has complex distribution demands that require a tier-one WMS that can provide real-time inventory and daily performance updates. That WMS is HighJump.

“At Good Eggs, we’re committed to providing an ‘absurdly fresh’ experience to our customers,” said Tess Fruge, Vice President of Expansion & Strategy at Good Eggs. “The HighJump WMS provides the flexibility for us to properly manage online food sales and refrigerated storage to assure we stay true to this commitment now and as we grow in this dynamic market.”

Since its implementation, HighJump WMS has empowered Good Eggs to create an entirely new distribution environment, one they can grow into. They have been fulfilling online food orders how and when needed, at the quality and consistency their customers demand, and with the delivery options their customers expect.