



“The IBM Cloud solution will establish one high-performance platform that supports the needs of all our brands.”

—Leslie Leifer, Vice President of E-Commerce and Product Development, 1-800-FLOWERS.COM Inc.

Business challenge

After years of brand acquisitions, 1-800-FLOWERS.COM Inc. worked with a diverse array of order management systems. To integrate fulfillment processes, the retailer sought a powerful cloud-based solution.

Transformation

Evaluating several leading cloud providers, 1-800-FLOWERS.COM chose an IBM Cloud solution. IBM will lead the company’s substantial migration project, moving 10 major brands to an IBM Commerce on Cloud platform running in an IBM® Bluemix® environment.

Results

With the IBM Cloud solution, 1-800-FLOWERS.COM anticipates seamless service delivery, greater efficiency, reduced costs and enhanced scalability to support expansion as the business continues to grow.

Business benefits

Seamless service delivery

expected across all company brands and offerings

Efficiency boost and cost cut

anticipated with an integrated order management system that will streamline fulfillment processes

Greater scalability

offered to support faster, easier expansion as the business continues to grow

1-800-FLOWERS.COM Inc.

Anticipating seamless service delivery and reduced costs with an IBM Cloud solution

Founded in 1976 and headquartered in Long Island, New York, in the US, 1-800-FLOWERS.COM is one of the world’s most popular online gift retailers. The company’s offerings include flowers, plants, gift baskets, gourmet foods, confections, candles, balloons and stuffed animals.

Solution components

- IBM® Bluemix®
- IBM Commerce on Cloud

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