



DATASTREAMOMS⁺

Rising to the Occasion

How King Arthur Unified Order Management
with DataXstream OMS+.

Founded in 1790, the Vermont-based King Arthur Baking Company is America's oldest flour brand, a founding B Corp, and 100% employee-owned. The company is guided by principles that balance people with planet and profit.

At first glance, King Arthur Baking Company looks like a typical flour company with its classic recipe-filled catalog and a premium spot in the baking aisle. Look closer, and you'll find layers that go much deeper. King Arthur juggles wholesale grocer relationships, institutional contracts, and foodservice operations on the B2B side of their business. On the B2C side, they are launching experiential retail locations that comprise full-service bakeries, cafés, baking schools, and retail pop-up locations. They also have a direct-to-consumer loyalty program.

Every customer touchpoint carries the weight of a 230-year-old brand promise



rooted in quality and reinforced by consistency.

As the years passed, King Arthur's homegrown order entry system built on an aging ecommerce platform struggled to keep pace with its growth into new channels. Orders required duplicate effort. Loyalty data was difficult to access. Wholesale distributors submitted sprawling multi-line requests that had to be manually entered.

King Arthur needed a new foundation to unify operations across all their channels.



OMS+: The Missing Ingredient Inside SAP S/4HANA

When King Arthur moved to SAP S/4HANA, they didn't want to bolt on complexity or try to retrofit SAP's native screens for omnichannel order entry. Instead, they layered DataXstream's OMS+ directly into their SAP environment.

David Wren, Vice President of Information Technology, put it plainly: *"Anyone who's used SAP screens knows why we chose OMS+. OMS+ gave us the architecture to integrate quickly with payments, promotions, shipping, and loyalty. It brought everything into one interface while keeping SAP clean."*

With OMS+, King Arthur gained a central lens. Whether a customer buys through ecommerce, calls the catalog team, redeems loyalty coupons, or places an institutional order through EDI, the transaction flows through the same system. That means call center agents and wholesale reps now see a complete view of each customer, and retail staff share that visibility.

Wholesale: Efficiencies Baked In

King Arthur's wholesale business is as complex as its consumer side. King Arthur has two divisions on the B2B end of their business: Bakery Flour Sales (BFS) and



Family Flour. BFS sells to large bakeries, including those that supply event venues with baked goods. Smaller bakeries order through distributors, whose orders tend to be more complex, with different royalty terms based on order type.

Orders arrive with hundreds of line items and varied shipping requirements. Before OMS+, each line had to be entered manually and adjusted based on channel, a process that consumed time and carried a high risk of error.

Now, OMS+ automatically handles it. Teams can upload orders of up to 160 lines in one step, saving hours of manual entry as automation handles the rest of the process. Available-to-promise inventory checks and role-based screens enable faster and more accurate wholesale order management compared with SAP's native functionality.

As Wren put it, *"Number of clicks reduced equals fewer hours wasted. Our people spend more time doing meaningful work instead of fighting with screens."*

Direct-to-Consumer: Smoother Service, Happier Bakers

On the consumer side, OMS+ has transformed its call center experience. Instead of juggling multiple legacy systems, agents now manage new orders, account changes, refunds, and reships in one centralized location. Real-time inventory updates replaced guesswork. Training time was reduced by 25% because the interface is intuitive and role-based.

Just as importantly, loyalty data is now front and center. Agents can instantly see a customer's tier, points balance, and available coupons. The visibility empowers them to recognize top customers and recommend ways to maximize their rewards. It's a more personal experience that strengthens customer relationships while driving revenue.

The results are measurable. Agents complete tasks with fewer clicks, while customers enjoy faster calls and reduced wait times.

These improvements have been particularly impactful during their busiest seasons: the holidays. Each fall, King Arthur ramps up seasonal call center staff and retail workers to handle surging order volumes.

OMS+ makes seasonal onboarding smoother thanks to a consistent, intuitive and configurable user interface. This has cut training time in half and reduced mistakes, giving employees the confidence they need to serve customers during peak season.

"The consistency of OMS+ is a huge selling point. It's intuitive, and new employees can use it almost right away," Wren said.



The Recipe for a Successful Rollout

King Arthur's OMS+ implementation was a business-led, technology-enabled project with strong stakeholder alignment from day one. Teams acknowledged the complexity up front, adjusted their timelines as needed, and never lost sight of the bigger goal: creating a system that scales with growth.

That discipline is paying off. OMS+ is helping King Arthur support a brand expansion that includes flagship retail cafés, baking schools, and pop-up shops across the country. Every new customer touchpoint folds seamlessly into the omnichannel order flow.

Wren reflected: *"We became the number one flour company in the United States. We prioritized solutions that would help us scale without just throwing bodies at the problem. The right technology lets us keep growing while staying true to who we are."*

Mixing the Future with Tradition

King Arthur isn't done. Cooking schools, publishing, and new retail locations are next on the roadmap, and OMS+ provides the flexibility to integrate these lines of business into a single omnichannel system.

The company's strategy is clear: Unify the



brand experience, no matter where a customer enters. From a boutique bakery ordering through a distributor, to a loyal home baker redeeming points in the catalog, to a first-time visitor at a new Alexandria, Va., retail store, every interaction belongs to the same connected story.

"Customers don't experience your channels," Wren said. "They experience your brand."

With OMS+, King Arthur can deliver that brand consistently across every channel, honoring its centuries-old heritage while preparing for the next era of growth.

About DataXstream

DataXstream's OMS+ is a cloud-enabled embedded SAP application designed to improve transactions at the point of sale. It simplifies order inputs with a highly user-friendly interface, improves customer care with real-time inventory data, and automates processing to speed fulfillment. High volume, high touch sales interactions simplify on the backend, allowing the sales or customer service rep to focus on the customer instead of fighting with the application.

OMS⁺ Benefits

- ✓ Orders completed with 30% more speed and accuracy
- ✓ System training time reduced by up to 90%
- ✓ Reduces manual tasks by 50%



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