

## CASE STUDY:

# Marigolds & Onions



Marigolds & Onions  
CATERING & EVENT PRODUCTIONS

## Paragon Software Systems Helps Marigolds & Onions Keep Time-Critical Deliveries On Schedule



### At a glance

**SECTOR:** Food Service

**COUNTRY:** US

#### PARAGON PRODUCTS:

- Single Depot Routing and Scheduling
- Street Level Mapping

### Benefits

- Reduced fuel usage by 7-9 per cent, resulting in savings of \$3k-\$5k per month
- Increased visibility of accurate delivery and collection status
- Simplified planning time, removing dependency on 1 individual
- Removed up to 1 route per day from the delivery schedule
- Cut courier use by 50 per cent
- Reduced delivery labor by 20 per cent, saving \$15k per month

### About Marigolds & Onions

Marigolds & Onions is one of the principal catering and event planning businesses in Toronto, catering for corporate, social and major sporting events all over the Greater Toronto Area.

While a manual planning process initially worked well for the company, the growth in demand for its catering services meant that Marigolds & Onions needed an automated planning solution to help it continue to deliver a truly outstanding customer experience, every time. Following a review of the options available in the marketplace, the team chose Paragon's Single Depot software complemented by Street Level Mapping.

### Tight delivery windows

On a typical day, a fleet of 10 vans delivers freshly prepared food and beverages to a large number of customers who all require deliveries within a 15 minute window.

"Timing is of paramount importance to our business. The food needs to be delivered within very tight delivery windows and within a designated period of time after it has been cooked, irrespective of how many meals we are preparing that day," explains John Valente, Owner, Marigolds & Onions. "If an order is late, even by five minutes, the delivery has failed, because the order did not arrive within the agreed time."

It was important that the routing and scheduling software that Marigolds & Onions chose was not only able to generate feasible and efficient routes for the drivers, but could also ensure all contracted delivery times were met.

*"In less than 6 months, we are benefiting from reduced operating costs, a simplified planning process and improved visibility of all our deliveries and collections"*  
John Valente, Owner

Paragon

During the implementation process, the Paragon support consultant helped ensure that details such as the actual time spent at each client location were entered into the system, helping drivers to complete all deliveries within the required windows, without increasing transportation costs.

“The Paragon team spent a lot of time understanding our business requirements. They were clearly committed to delivering the best solution for our business and our customers. The sales consultant went above and beyond to make sure we had everything we needed during the buying process. The same approach to service continued when we worked with the implementation and support team.”

The addition of Paragon’s Street Level Mapping module further refined the accuracy of the transport plan ensuring that the correct driving time was allocated for each route through the dense urban area where the majority of Marigolds and Onions’ corporate clients are located.

## Demanding project management timescales

Delivering fresh and unique food on time is critical to the service ethos at Marigolds & Onions. Never is this more important than when they are catering for the Rogers Cup Tennis Tournament in August each year, where the company is contracted to serve more than 150,000 people in one week.

The decision was made to adopt the Paragon solution at the end of June. “We thought timescales were ambitious to implement the routing and scheduling system ahead of the Rogers Cup,” explains Max Serafini, IT Manager, Marigolds & Onions. “However, the Paragon team really pulled out all the stops, managing tight deadlines and demonstrating excellent project management skills throughout the implementation and go-live process to make sure we met the ambitious project timelines.”

## Improved planning

Replacing the previous manual process with Paragon’s routing and scheduling software has reduced the time needed for planning. It has also provided visibility and control over the transportation operation which has freed up the Marigolds & Onions team to focus on delivering the high levels of customer service that the

company prides itself on. The solution covers both deliveries and collections, which Marigolds & Onions had previously found difficult to manage when it was manually planning, especially during busy periods.

“The control we now have over our delivery service is vital when we are catering for large events,” says Valente. “Before we deployed Paragon’s Single Depot software we were dependent upon one individual’s knowledge but now, having had their training, pretty much anybody in the team can do it. We have really noticed the difference during the Rogers Cup. Paragon frees up our team to focus on the complex logistics of delivering the event while giving us the confidence that we are going to meet all of the delivery promises we have made to our regular customers.”



## Cost savings

In addition to automating the planning process, the implementation of Paragon’s routing and scheduling software has allowed Marigolds & Onions to increase the number of deliveries completed on each route, resulting in fuel reductions of 7-9% and savings of \$3k-\$5k per month. With more efficient delivery planning, Marigolds & Onions has also been able to reduce delivery labor costs by \$15k per month and cut the use of third-party couriers by 50 per cent.

“Automating our delivery process has been a dream for years,” concludes Valente. “In less than 6 months, we are benefiting from reduced operating costs, a simplified planning process and improved visibility of all our deliveries and collections. The commitment the Paragon team invested in making the implementation go as smoothly and quickly as possible far exceeded our expectations.”

## About Paragon

Paragon Software Systems is dedicated to the continued development, implementation and support of routing and scheduling solutions that help businesses to cut transportation costs, improve productivity, reduce carbon emissions and raise customer service levels. The Paragon support consultants have implemented more than 3,400 systems at over 1,100 client sites in 61 countries. Headquartered in Dorking, UK and with offices in Dallas, TX and Manchester, NH, Paragon is a respected pioneer in routing and scheduling with over 30 years of know-how.

# Paragon



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