Resetting the table for today's consumers.

Lenox Corporation modernizes its IT infrastructure with a focus on enabling sales and customer service via the web.

LENOX®

"As my developers convert applications, they find new features in Adobe ColdFusion that accelerate and simplify processes."

Betty Jeitner, Senior Director IT Applications, Lenox Corporation

SOLUTION

Adobe ColdFusion Enterprise

RESULTS

19 Years of **SUCCESSFUL** web application development

Helps **ATTRACT** digital customers

EASY integration with multiple systems

POWERS internal and external web applications

Lenox Corporation

Established in 1889

Employees: approx. 1,000

Bristol, Pennsylvania

www.lenox.com

CHALLENGES

· Updating IT infrastructure to support digital commerce

· Maintaining the integrity of existing web applications

· Building valuable business intelligence solutions across the company

"We've developed Lenox applications from supply chain management to business intelligence to product SKU generation with Adobe ColdFusion. ColdFusion does everything we ask it to do."

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Rediscovering the joy of entertaining

The renewed popularity of eating at home stems from several trends, including increased interest in nutrition and an expanding social tendency to acquire and share new skills like cooking. As such, consumers want attractive, durable dinnerware that helps make preparing meals easy and fun while adding a little pizazz to entertaining.

This is great news for a company like Lenox Corporation, which has been making luxury tableware and gifts since 1889. The company that markets products under the Lenox, kate spade new york, Donna Karan Lenox, Marchesa by Lenox, L by Lenox, Dansk, and Gorham brands is the only major U.S.-based manufacturer of bone china. Besides being a premier market destination for bridal gift giving, Lenox specializes in unique gifts, such as personalized figurines and monogrammed china, silver, and crystal.

Because consumers are taking more time to sit and enjoy dinner with family and friends, they are no longer reluctant to invest in quality tableware that reflects their tastes. At the same time, younger customers prefer online shopping over brick-and-mortar retail stores, which is why Lenox committed to updating its IT infrastructure.

Advanced tools for digital business

Lenox sells tableware, giftware, and collectibles through a number of channels, including wholesaling, branded retail stores, direct-to-consumer telesales, and business-to-business (B2B) and business-to-consumer (B2C) websites. Applications built using Adobe ColdFusion play a major support role for each of these channels.

"We've developed Lenox applications from supply chain management to business intelligence to product SKU generation with Adobe ColdFusion," says Betty Jeitner, Senior Director IT Applications, Lenox Corporation. "ColdFusion does everything we ask it to do."

Lenox started using ColdFusion when it launched its first public website in 1998. While modernizing servers, storage, and networking in late 2016, Lenox decided to upgrade to Adobe ColdFusion (2016 Release). The company is currently converting external ColdFusion applications, such as its B2B and supply chain websites, and is planning the migration of internal applications to the new platform. Internal applications include business intelligence tools, the employee intranet, and the Lenox online change management system.

"As my developers convert applications, they find new features in Adobe ColdFusion that accelerate and simplify processes," says Jeitner. "At this point, we have yet to discover everything we can do."

Decades of value delivered

Three ColdFusion developers support rapid application development, long-term usage, and system stability. The team is also helping move ColdFusion to new hardware and integrating it with new software at Lenox, including the company's existing Enterprise Resource Planning (ERP) system.

As one might expect, business stakeholders asked the Lenox IT team to evaluate other web application development platforms during the upgrade process. Developers dutifully assessed other solutions only to confirm that Adobe ColdFusion provides the power, flexibility, and functionality that Lenox needs to achieve e-commerce success.

"Our 19-year partnership with Adobe is as valuable to Lenox as the ColdFusion technology we've built with it," Jeitner says. "Whether we're developing tools for customers, suppliers, or staff, we always seem to accomplish whatever we want with Adobe ColdFusion."

SOLUTION AT A GLANCE

Adobe ColdFusion Enterprise

For more information
www.adobe.com/products/coldfusion-family.html

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