

CASE STUDY

Wayfair Tackles Data Explosion by Growing with Liaison



Wayfair LLC is the leading online retailer of home furnishings and decor in the United States. Headquartered in Boston, MA, Wayfair's unparalleled selection of more than seven million home items from 12,000 brands has catapulted the company from its simple beginnings to being ranked amongst the Inc. 500 and recognized by Forbes as one of America's Most Promising Companies. Wayfair's e-commerce website brand portfolio includes AllModern, the leading destination for original modern design, Joss & Main, the fastest growing private sale site for the home, and DwellStudio, a lifestyle retailer known for groundbreaking design and impeccable quality in modern home furnishings. With over 1,600 employees in eight global locations, the company grew 55 percent in the past year with sales in 2013 reaching \$915 million.

Ever since the company's inception in 2002, as CSN Stores, Wayfair executives understood the importance of data integration to the success of their business. In 2004, the company partnered with Liaison to deploy Liaison's Delta and ECS solutions to manage EDI transactions internally, as well as handle its expanding community of trading partners. In a few short years the company grew to over 250 e-commerce brands, and the imperative to unite all the brands under one roof with complete IT oversight became critical. Through its relationship with Liaison, Wayfair was able to leverage the Liaison data integration solution as a central touch point to scale and manage thousands of trading partners. However, as time went on, it became increasingly more difficult for Wayfair's infrastructure to keep pace with the company's exponential growth. In 2012, the time had come for a change. Wayfair needed a new solution to best address the company's ever evolving and increasingly complex needs.

Growing Pains: Doubling From 100,000 to 250,000 Documents a Day

At the end of 2011, Wayfair processed approximately 100,000 documents a day. At that time, its existing infrastructure could readily handle this workload. However, in 2012 the company implemented new processes to handle the creation of shipping and fulfillment documents that led to an explosion in data. In a short time period, Wayfair saw a 150 percent increase in its data transactions that pushed processing capacity up to 250,000 documents a day. The existing infrastructure was at its limit, and company forecasts predicted continuous, rapid growth in data volumes.

"We needed to find a solution that could handle our 50 percent year-over-year growth, work seamlessly with our existing in-house tools, and allow us to easily bring on new trading partners and suppliers," said Jim Kelleher, Senior Manager Corporate Systems, Wayfair.

Quick Facts

Company

Wayfair LLC
www.wayfair.com

Industry

Retail

Liaison Solutions

Liaison Delta™
Liaison ECS™

Today, Wayfair.com has 16 million site visitors each month, and ships over 100,000 orders per week. By the end of this year, Wayfair anticipates that it will process 500,000 documents each day with the potential for one million documents a day during the busy holiday shopping season.

A Decade with Liaison

To find the right data integration solution, Wayfair focused on finding a solution that could meet all three of its primary criteria – consistent availability, easy interoperability and seamless onboarding of trading partners. After evaluating a number of providers, it became clear that Liaison and an upgrade to the latest Liaison Delta™ and Liaison ECS™ solutions were the right choice.

“Hands down, this Liaison data integration solution suite is the easiest to use and understand,” said Matt Mahoney, EDI engineer for Wayfair. “We create and manage much of our IT infrastructure in-house, and no other solution has Liaison’s ability to easily integrate with our existing tools. Liaison’s open API capability is extremely valuable, and has allowed us to bring on new trading partners more quickly and easily.”

With Liaison’s Delta mapping technology, Wayfair significantly reduced time spent on map creation from two days down to two hours. “Delta is the best map making interface we’ve encountered,” said Mahoney. “We create a lot of new maps for carriers and partners ourselves, so it was a huge win for us to more efficiently manage this process.”

Despite Wayfair’s growth and heavy influx of data, the company has maintained its technical engineering staff with a team of four. “We’ve scaled our business without needing to scale our internal team because Liaison’s technology has kept pace and evolved with us,” said Kelleher. Since the upgrade, Wayfair has experienced significant increases in uptime and stability, allowing their EDI Engineers to stay focused on higher-level projects.

Wayfair customers are also reaping benefits from the infrastructure upgrade. Previously, the company would experience 45 minute lags in time to process shipping documents. Today with the latest versions of Liaison Delta and ECS, shipping updates get to where they need to be faster. As a result, customers receive shipping confirmation notifications more quickly. This increased efficiency enables Wayfair to get even more products to customers on time and accurately within estimated delivery lead times.

“We have a great relationship with Liaison,” said Kelleher. “It’s rare for us to stay with one product for ten years, because we typically outgrow them. Our relationship with Liaison is unique in this way as Liaison and its solutions have been able to grow alongside us. It goes without saying how extremely helpful it has been for us to not have to install a new solution every few years and architect something new.”

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– JIM KELLEHER,
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