

CASE STUDY • FOOD & GROCERY DISTRIBUTION • CUSTOM APPLICATION DEVELOPMENT

Xobee Replaces a 20-Year-Old Legacy Database for Simco Foods

A Los Angeles food and grocery distributor was running its customer database and email campaigns on an Access 2003 application that was corrupting how its emails displayed. Xobee quickly replaced it with a custom-built application and took over hosting and maintenance going forward.

AT A GLANCE

Industry	Food & Grocery Distribution
Headquarters	Los Angeles, California
Founded	1991
Client Base	Retailers, foodservice distributors, restaurant chains, manufacturers, correctional facilities, food banks, and state & federal institutions
Xobee Services	Custom Application Development, Hosting & Maintenance
Investment	\$3,500 one-time build + \$250/month hosting & maintenance

35 Years

In business since 1991

20+ Years

Old legacy system replaced

\$3,500

Custom build investment

THE CHALLENGE

Simco Foods - started in 1991 as a small distributor supplying grocery stores on the West Coast. It has since grown into a nationwide food and grocery distributor serving billion-dollar retailers, independent “mom and pop” stores, wholesalers, restaurant chains, manufacturers, correctional facilities, food banks, and state and federal institutions, sourcing products from suppliers across North America, South America, Europe, North Africa, and Asia.

The company's CRM hadn't kept pace with that growth. Simco ran its customer database on an Access 2003 application that was built years earlier by an outside developer. It handled a core piece of the sales process: filtering customers by criteria like location and purchase history, then emailing targeted campaigns through SendGrid or MailGun. Simco paid for both services and switched between them whenever one would hit its usage limits.

The system had a real problem, though. Emails sent from it were displaying incorrectly in some inboxes. The cause traced back to how the software generated the email's underlying HTML: longer emails were getting cut off by certain email clients partway through, exposing raw code to the recipient instead of a clean, formatted message.

Simco had evaluated Salesforce as a replacement but wasn't satisfied with it. They wanted a CRM they could shape around how they actually sell, not a rigid, one-size-fits-all workflow.

THE SOLUTION

Xobee diagnosed the root cause of the email rendering problem and built a custom-coded application to replace the aging Access database. The new application preserves the segmentation and email-campaign workflow Simco's team already relied on, without the technical debt of a 20-plus-year-old codebase or the inflexibility of an off-the-shelf platform like Salesforce.

Xobee also took over the ongoing hosting and maintenance for the application, so Simco no longer has to depend on the original developer for support or fixes.

THE RESULTS

✓ Replaced a 20+ year old legacy system

Simco's Access 2003 database, built years earlier by an outside developer, was replaced with a modern, custom-coded application.

✓ Fixed the root cause of the email rendering issue

Xobee traced the display problem to how the old software generated email HTML and corrected it in the rebuild, rather than patching around it.

✓ Got the customization Salesforce couldn't offer

Simco evaluated Salesforce and wasn't satisfied with the fit. A custom build gave them a CRM shaped around their own sales process instead.

✓ Moved to a supported, maintained platform

Ongoing hosting and maintenance from Xobee means Simco is no longer dependent on the original developer to keep the system running.

WHY XOBEE

Simco didn't need a vendor to sell them a pre-packaged CRM. They needed a partner willing to get into the weeds of a legacy system, pin down exactly why it was misbehaving, and rebuild around how the business actually operates. That's what Xobee's custom application development delivered, backed by ongoing hosting and maintenance so the system stays supported long after launch.

For distributors and other small and mid-sized businesses running critical processes on aging, homegrown software, that combination, precise diagnosis plus custom development plus long-term support, is hard to find in one partner.

Running critical processes on outdated software?

Xobee builds and maintains custom applications suited to how your business actually works.

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