A Business Intelligence Success Story
National Beverage Restaurant Franchise

CMI

In 2010, a major beverage company was named one of the top 50 franchise businesses in North America by the Franchise Business Satisfaction Board. They attained this status with help from a flexible infrastructure that responds easily to changing business demands and captures critical business intelligence!

COMPANY OVERVIEW

A leading restaurant retailer of healthy beverage and food options explored different franchise models while they continuously added to their extensive list of menu items.

Despite changing business models through the past decade, the company's IT organization steadily updated and optimized its IT infrastructure and datacenter to become a competitive differentiator and help the major beverage company significantly grow its sales, total store locations, and brand equity.

CHALLENGES

In the last few years, this major beverage company's increased national recognition and expansion has led to even greater business demands. Instead of manually tracking employee scheduling, franchise orders and sales data, the company needed to deploy new applications to increase operational efficiency.

IMPACT

The company's legacy servers from different vendors were antiquated and difficult to maintain. By standardizing their server environment on virtualized IBM blades they increased reliability and manageability despite doubling the number of virtual and physical machines. They also ensured all new technology could scale, while avoiding server sprawl by providing IT consolidation through virtualization. The new systms were also easily deployed, speeding application deployment from months to days.

By upgrading their antiquated server system and rolling out new virtual applications like e*Restaurant and POS Radiant Systems, the major beverage company has provided their franchisees a POS and inventory management solution to help simplify their business. The IT Infrastructure provides the local retail management software that is loaded with features like built-in gift card and loyalty program functions and robust management reporting.

The IT Department also now enjoys increased user satisfaction and has decreased complaints to zero on multiple technology upgrades.

While this major beverage company increased their virtual and physical servers by ~100%, the IT team maintained its current headcount and realized better reliability and increased manageability, as well as significant cost and time savings.

PRODUCTS INCLUDED IN SOLUTION

- IBM BladeCenter servers
- IBM System Storage DS4700
- VMware ESX Server

SERVICES INCLUDED IN SOLUTION

- IBM Internet Security System Services
- Infrastructure Services/Datacenter Optimization
- Virtualization Implementation

BUSINESS BENEFITS AT A GLANCE

- Flow of business intelligence that displays information using multiple roll-ups across the chain
- Sophisticated reporting including marketing and operations information by franchise
- Drill into transaction details to uncover and solve operational issues across the franchises
- Scheduling optimization tools create best-fit schedules that balance customer service requirements with budget and labor constraints for each franchise resulting in optimized sales and customer service levels along with higher employee satisfaction and reduced turnover.

TECHNICAL BENEFITS AT A GLANCE

- Critical applications run on IBM Blades with better manageability and power efficiency
- IBM Storage provides enough space to meet constant demands to expand data and applications
- CMI's technical expertise and support continuity saved significant "re-learning time in their virtualization and server standardization project
- IBM's Internet Security Service performed the company's mandated annual audit thoroughly and quickly

*"We knew that there was a better way to address the challenges of rapid growth and recognized the power of virtual applications like e*Restaurant and POS Radiant System. We called CMI, a trusted IBM technology partner, to help build an architecture that would harness our business information flow and provide us with that competitive edge."*
A Senior Manager of IT Infrastructure