

## A Business Intelligence Success Story

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 the IT department's flexible infrastructure that responds easily to changing business demands and captures critical business intelligence!



*"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

### Business Benefits at a Glance

- A major beverage company's corporate offices now have a flow of business intelligence that allows them to display information using multiple roll-ups across the chain.
- Able to generate sophisticated reports with ease including marketing information and operations information by franchise.
- The company can drill into transaction details to uncover and solve operational issues across the franchises nationwide.
- Scheduling optimization tools help create best-fit schedules that balance anticipated customer service requirements with budget guides and labor constraints for each franchise resulting in optimized sales and customer service levels along with higher employee satisfaction and reduced turnover.

### 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 data center 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 consequent 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.

In order to run new virtual applications like e\*Restaurant and POS Radiant Systems, this company needed to upgrade their antiquated server system

This major beverage company also wanted to standardize their server environment as their legacy servers from different vendors proved difficult to run and maintain.



Finally, the company needed to ensure all new technology acquisitions could scale, provide IT consolidation, and be easily deployed and managed.

### Approach

- Procure IBM BladeCenter Servers through CMI to standardize and consolidate their systems.
- Procure IBM System Storage through CMI to ensure expansion as quickly and easily as the business demands.
- Virtualize over 50 machines (increasing daily) by leveraging CMI's expertise with server virtualization using IBM and VMware technology.
- Take advantage of CMI's services including end-to-end management (procure, configure, deploy, manage, and retire data center assets) and custom virtualization implementation.

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 by relying on IBM products and CMI's top notch services!



*CMI's services and IBM product suggestions were superb! I truly found CMI's account management refreshingly efficient. From deployment of new systems, to proactively letting us know about new developments in technology that could benefit us, we couldn't be happier customers."* Senior Manager of IT Infrastructure

### Technical Benefits at a Glance

- Numerous critical applications now run on IBM BladeCenter Servers, performing optimally and with better manageability and power efficiency.
- IBM Storage provides the company with enough space to meet constant demands to expand data and add more applications.
- This major beverage company trusted CMI with their large virtualization and server standardization project because of CMI's superb technical expertise -- and their account management and technical support continuity. The CMI technician who originally installed the servers would return to address other project needs saving a great deal of "re-learning" time.
- IBM's Internet Security Service performed the company's mandated annual audit thoroughly and quickly.

### Impact

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 company's 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.

In addition, the beverage company's IT Department foresaw the challenges of server sprawl and found ways to proactively manage the company's demand for resource-hungry applications.

Updating the systems also increased reliability and manageability even while the doubling the number of virtual and physical servers.

With their continued partnership with CMI, the IT Department built an IT Infrastructure that speeds application deployment from months to days.

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

### Products/ Services Purchased

- IBM BladeCenter servers
- IBM System Storage DS4700
- VMware ESX Server
- IBM Internet Security System Services
- CMI Services:  
Infrastructure Services  
Virtualization Implementation  
Data Center Optimization