

# AT-A-GLANCE

### The Company:

An American fast-casual dining restaurant operator with over 1600 restaurants worldwide under two separate restaurant brands.

### The Challenge:

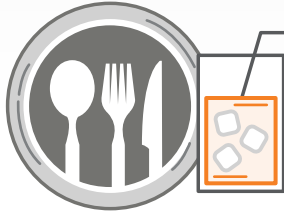
The company growth was outpacing the technology capacity, resulting in un-integrated systems, technology platforms, databases, software and hardware. The company could not find the root cause to modernize their infrastructure or operations.

### The Solution:

Modernizing operations simplified the vendor ecosystem to become cost effective, reliable, and enable innovation. Digital advancements formed environment supportive of emerging technologies, business models, and customer loyalty.

### The Benefits:

>30% reduction of IT operations. Increased customer loyalty with new 3<sup>rd</sup> party loyalty system and standardized digital guest experience by leveraging mobile and in-restaurant technology.



**FAST-CASUAL  
DINING RESTAURANT  
WORLDWIDE**



**OUTGREW THEIR  
TECHNOLOGY  
CAPACITY**



**SHIFTED FOCUS  
TO DIGITAL FOR  
INNOVATION**

### The Client.

American fast-casual dining restaurant operator that owns, franchises or operates over 1600 restaurants worldwide under two separate restaurant brands.

### The Challenge.

The company was experiencing growth that was outpacing their technology capacity. As a result, they had a patchwork of un-integrated systems, technology platforms, databases, software and hardware. Too busy with break fixes, server maintenance, and trouble tickets, IT staff could not get to the root cause of some of the problems they were experiencing – let alone modernize their infrastructure and operations, and innovate their customer experience.

### The Solution by Softtek.

We modernized the traditional run operations to align with business needs, simplifying the organization's vendor ecosystem and transforming operations to be cost effective, reliable and enable innovation. Shifting focus to digital advancements for infrastructure and applications, we created an environment that could support the innovation agenda of emerging technologies, evolving business models, and customer loyalty.

### The Results.

Reduction of IT operating and support costs by >30% through automation and process improvement and digitization. Increased customer loyalty by integrating a new 3<sup>rd</sup> party loyalty system and implementing a platform to standardize a seamless digital guest experience across the different global regions and franchisees, leveraging mobile and in-restaurant technology.

## ABOUT SOFTEK

Founded in 1982, Softtek is a global provider of process-driven IT solutions with 30 offices in North America, Latin America, Europe and Asia. With 15 Global Delivery Centers in the U.S., Mexico, China, Brazil, Argentina, Costa Rica, Spain, Hungary and India, Softtek helps improve time-to-business-solution, lower costs of existing applications, deliver better engineered and tested applications, and produce predictable outcomes for top-tier corporations in over 20 countries. Through on-site, on-shore and its trademarked Global Nearshore™ service delivery models, Softtek teams with CIOs to constantly increase the business value of IT.

Softtek is the creator and a leader of the nearshore industry.

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