



Case Study: Get It While It's Hot

For quick service restaurant chain Papa John's International, speed to customer and overall customer satisfaction are imperative to success. Papa John's consistent top ratings in product quality and customer satisfaction were key factors in their growing to nearly 3000 locations. Their legacy system, however, was not positioned to handle this growth.

Papa John's needed the ability to process voluminous data to analyze store results quickly, with maximum flexibility and ease of use. Analysis Team developed a fully automated Business Intelligence Solution that:

1. Reduced the time to deliver all data on prior day's operations from several hours to 15 minutes.
2. Generated tangible business results, such as a 10% reduction in "out the door" time, and a significant improvement in order completeness.
3. Provides complete flexibility in data manipulation, with a user-friendly interface. This enabled a variety of users, from individual franchisees to corporate management, across several functional areas, to gain access to key performance metrics and easily customize reports to most effectively manage their business.
4. Enables increased data volume with no performance degradation.
5. Gives Papa John's in-house IT staff full maintenance and enhancement capabilities, as Analysis Team provided comprehensive knowledge transfer and training.

Background Prior to engaging Analysis Team, Papa John's chose Hyperion Essbase® as its analysis engine, and invested substantial financial resources and time in developing the application to provide key information to target users. Unfortunately, this did not yield the desired results. "Our legacy system typically delivered the prior day's store results by 10:00 a.m., which was already too late," stated John Byrne, Director of Information Services for Papa John's. "With the new application, it was sometimes as late as 3:00 p.m." In addition, the user interface was not user-friendly and required continued maintenance by the IT department.

Papa John's engaged Analysis Team to develop the right solution, incorporating the Essbase software platform that they were committed to using. "We needed someone who knew the software, knew how to manage a project, and would bring a sense of ownership to the success or failure," said Joan Pohl, a Papa John's IT Project Manager. "In other words, we wanted someone who would have some skin in the game with us."

The Results In just two months, Analysis Team designed and implemented an optimized Essbase solution that was highly efficient and capable of meeting evolving business needs. "Because Analysis Team brought strong business and technical expertise, they were able to quickly understand our business and give us exactly what we wanted," stated Joe Brooks, Business Systems Supervisor.





The system delivers a wide range of performance indicators for each of the company's nearly 3000 locations, processed in a very short window to be available before the first East Coast store opens, including:

- Sales metrics such as sales dollars, orders, average ticket, and carryout percent.
- Cost metrics such as food costs, labor hours and costs, and delivery mileage costs.
- Customer satisfaction and service quality indicators such as average "out the door" time, deliveries per run, and customer complaints.

Such performance indicators enabled Papa John's to focus corporate and franchise resources appropriately for an immediate impact at the store level and company-wide:

- Budgeting and forecasting are now much more accurate.
- Dramatic improvements have been seen in all aspects of the customer experience.
- Managers who previously spent a week producing a regular operational performance summary can now do it in under an hour.
- Franchise consultants can now determine which franchisees and restaurants would most benefit from on-site assistance.
- Long-term trending by Designated Market Area (DMA) and franchisee are now more easily possible, helping in the evaluation of existing stores and markets and analyzing potential new locations.

The application also requires less day-to-day support by the IT staff. Moreover, Analysis Team's rigorous knowledge transfer and training process yields significant on-going cost savings. Pohl notes, "Analysis Team took responsibility for ensuring that our employees became knowledgeable enough to be self sufficient. Future cost avoidance was tremendous."

Papa John's can now focus their time on analyzing and growing their business, rather than on collecting data and manually generating custom reports. Says Bill Van Epps, COO of Papa John's, "This is a great, timely tool that provides users with the ultimate in customization. We couldn't run the business without it."

Analysis Team delivers high-return Business Intelligence solutions. Analysis Team, Inc. develops customized, automated solutions that significantly improve business performance analysis, management reporting and planning, to drive financial growth. Our real-world experience in business, technology and project management helps our clients to maximize value from their business data and existing information systems.

Analysis Team's consulting services include Business Intelligence assessment and strategy, software evaluation and selection, complete application design and implementation, and knowledge transfer to client staff. By focusing on the unique needs of each client, Analysis Team provides objective advice and delivers practical solutions that achieve clear return on investment.

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