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KMS

KMS client snapshot
Restaurant chain with more than 600 outlets

Restaurant chain with more than 600 outlets and 20,000 employees.

CHALLENGES

- Timely response to customer trends in a competitive business environment.
- Integrating data from (AS/400 DB2,SQL,MS Access/Excel).
- Transaction data in excess of 20 million.
- Dynamic analysis to support business strategies, especially in marketing pre-planning and operations.
- Users spread across regions.

BENEFITS

- Improved product quality and service delivery performance.
- Each Manager is able get faster feedback on store performance.
- Senior management is able to get timely operational and marketing information for making critical decisions.

SOLUTION

- Multiple analytics applications for 100 users across Malaysia and Brunei:
    - **Balance Score Card** - customized KPIs and dynamic analysis across multiple dimensions by store/area manager/time.
    - **Operational Analysis** - sales comparison across time/region/product category, promo tracking and inventory variances tracking.
    - **Financial Analysis** - measure revenue and profitability performance.
    - **Marketing** - pre-planning (past products/margins), post analysis based on menu mix data, daypart tracking, add-on items tracking, stock and inventory tracking.
- QlikView Publisher to distribute application to offline users.