

Burger King and iQ4bis: Fast-Moving Information for a Fast-Moving Brand

A fast solution

Burger King needed to collect up-to-the-minute information on a daily or weekly basis to make real-time business decisions. “We had some very specific requirements,” says Zane Devey, IT Manager for a large, regional group of Burger King. “We wanted to reduce the amount of time it took to prepare analyses. We needed to quickly monitor and assimilate data, and then react to developments immediately on a daily basis. Our marketing team wanted to be able to monitor the cost effectiveness of their promotions. And our individual restaurant managers needed to keep a closer eye on their stores.”



“We looked at several products and the people associated with them,” says Devey. “iQ4bis came and looked carefully at our needs and tried to help us build our business, not just sell us software. The iQ4bis software did everything we wanted. It was the best solution for saving us time and money.”

“iQ4bis offered us a lot of options and ideas that have saved us time and money,” says Devey. “The system is so simple that there was little need for prolonged training. Most of our managers and all of the directors are now regular users. Once our people saw how easy it is to use iQ4bis, and the value of the information it produces, they become enthusiastic supporters.”

Real-Time Information Updates Enable Better Executive Decision- Making

Business Challenges

- Find ways for reducing waste in daily operations
- Quickly assimilate data, monitor developments, and react promptly
- Monitor cost effectiveness of individual promotions
- Reduce time spent preparing analyses

Business Results

- Reduced daily wastage by 0.5%, resulting in significant savings
- Speeded decision making processes
- Delivers timely performance data on performance of promotions
- Provided users with customized analyses on a daily, weekly, and monthly basis

success.



Burger King and iQ4bis: Fast-Moving Information for a Fast-Moving Brand (continued)

The right benefits

Managing Director Dennis Jones notes, “Now access to data is light years better. Decision-making is faster and more accurate, and decisions are based on what we know rather than what we think we know. And information is delivered in a standardized graphical format that helps us spot patterns and trends very easily.”

Jones added, “Now with iQ4bis Analysis Web, the field staff has access to the modules via the internet and they can use the system from any browser. Each person can get the information they specifically require. Within 20-30 minutes every day, we can get a comprehensive picture of what is going on anywhere in the company, on a daily, weekly, or monthly basis.”

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Dennis Jones, Managing Director, Burger King

“Improved information availability has allowed us to reduce wastage by 0.5%. When you deal with the volumes we do, that translates into major savings.”

Dennis Jones, Managing Director, Burger King

Bottom line proof

iQ4bis has already had a major impact with Burger King. “The improved information available through our Wastage Module has allowed us to reduce our wastage across the board by 0.5%,” says Jones. “When you deal with the volumes we do, that translates into major savings. The data was already in our system, but before iQ4bis, we couldn’t get a handle on it.”

“We now have a much better understanding about what’s happening around us,” says Jones. “Most of our data, such as payroll and finance, can be viewed from the iQ4bis interface quickly and easily. We can even incorporate data from our Mystery Shopper programs, which provides us invaluable feedback from a customer perspective.”

Who Uses iQ4bis at Burger King

- Directors
- Marketing Team
- Individual Restaurant Managers

Benefits for Burger King

- Significant reduction in wastage within first 12 months
- Enhanced and speeded decision-making processes
- Enabled marketing department to more closely monitor cost-effectiveness of promotions
- Provided customized analyses on a daily, weekly, monthly basis

Associated Platform

- Microsoft SQL Server 2000

iQ4bis Views

- Wastage Module

Key Reasons Burger King Selected iQ4bis

- Standardized, graphical interface for key Burger King performance metrics
- Provided dramatically improved visibility to both company directors and individual restaurant managers
- Implementation team addressed Burger King’s business needs from the outset

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