

Franchise based restaurant
business integrates POS systems to
enable real-time data integration



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SYSTEMS
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ABOUT THE CUSTOMER

Our customer is one of the largest full-service restaurant companies in the world, who builds franchises and operates restaurants. They have more than 5000 restaurants in 18 countries.



HIGHLIGHTS

Our customer wanted to build an Integration Platform as a part of their Digital initiatives and leverage the platform to integrate all of their international restaurants' POS systems in Phase I and domestic (continental US) restaurants in Phase II. They engaged with Aspire to analyse their IT landscape and propose a middleware solution that can be a platform for their digital initiatives.

CHALLENGES

The customer faced both business and technical challenges when it came to integrating all their POS systems to extract information on their sales transactions, kitchen inventory and end of day sales summary.

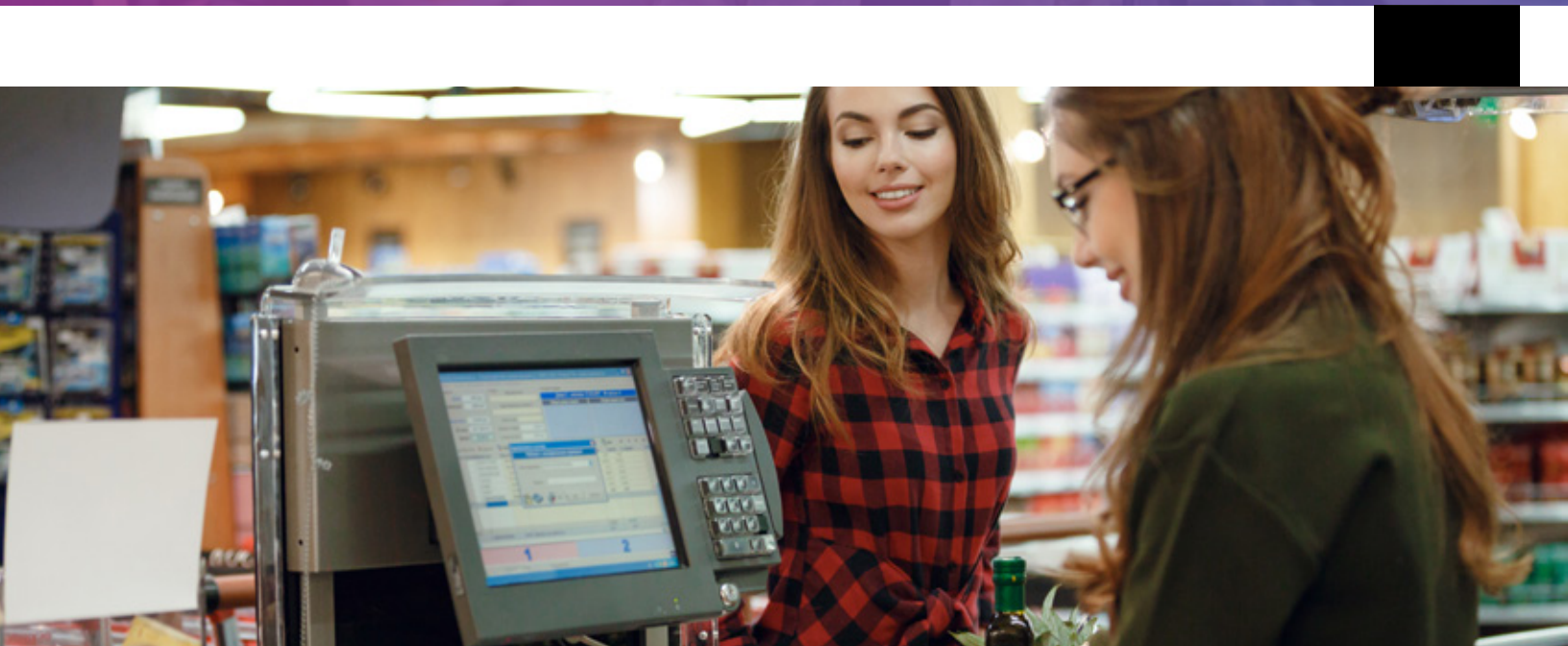
BUSINESS CHALLENGES

Our customer faced a lot of business challenges that were to be resolved to provide seamless and smoother business integration.

- Franchisees had the independency to select the POS machines which resulted in the customer not being able to integrate or consolidate the data from POS machines
- With the addition of 2000 new restaurants to their portfolio, operational systems were never consolidated and resulted in two sets of systems for daily operations like menu/price changes to restaurants, promotions and other activities
- Lack of a middleware solution resulted in the customer paying a 3rd party to get the POS sales transactions from restaurants
- Streamlining online orders using their existing POS system was too difficult to handle

TECHNICAL CHALLENGES

- Customer operated globally on a franchisee model made communication and access to infrastructure for rollout purpose difficult
- Lack of a middleware solution led into ad hoc bulk data integration
- Not all POS systems were same and made polling of data complex
- Understanding and Mapping non-standard POS system to the canonical format, handling exceptions, tracking of transactions and resubmitting requests was a challenge



SOLUTION

Aspire's solution was to establish a middleware integration platform that could support customer's digital initiatives and ongoing integration needs. Aspire's proposed its proprietary framework AURAS, an integration platform solution conceptualized and built for Hospitality/Retail domains. AURAS is a proven end to end development platform comprising of industry proven design patterns, reusable components and best practices to speed up the development cycle rapidly.

AURAS platform eliminated the initial basic project plumbing efforts which takes almost 20%~30 % of the entire project cycle. AURAS platform comes with the out of the box capabilities for exception handling, notification, persistence, auditing, rules, connectivity and some of the utility functions often used across all projects.

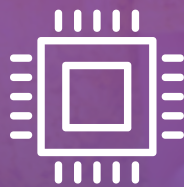


The solution focused on polling the POS system in restaurants periodically and pushing POS sales and inventory data to the centrally hosted API. AURAS uses NRF ARTS Standards for its canonical formats and that was very convenient in handling sales transactions from seven different POS systems in use across the globe. Aspire offered them the concept of Integration Platform, an in-house solution to streamline the online orders, where the sales transaction details are extracted from all the POS systems and sent to the headquarters and then to a data repository platform for the customer to track the sales transaction details. This helped the customer to keep a tab on all the sales transactions that happens in their franchise shops.

The solutions offered to the customer are listed below:

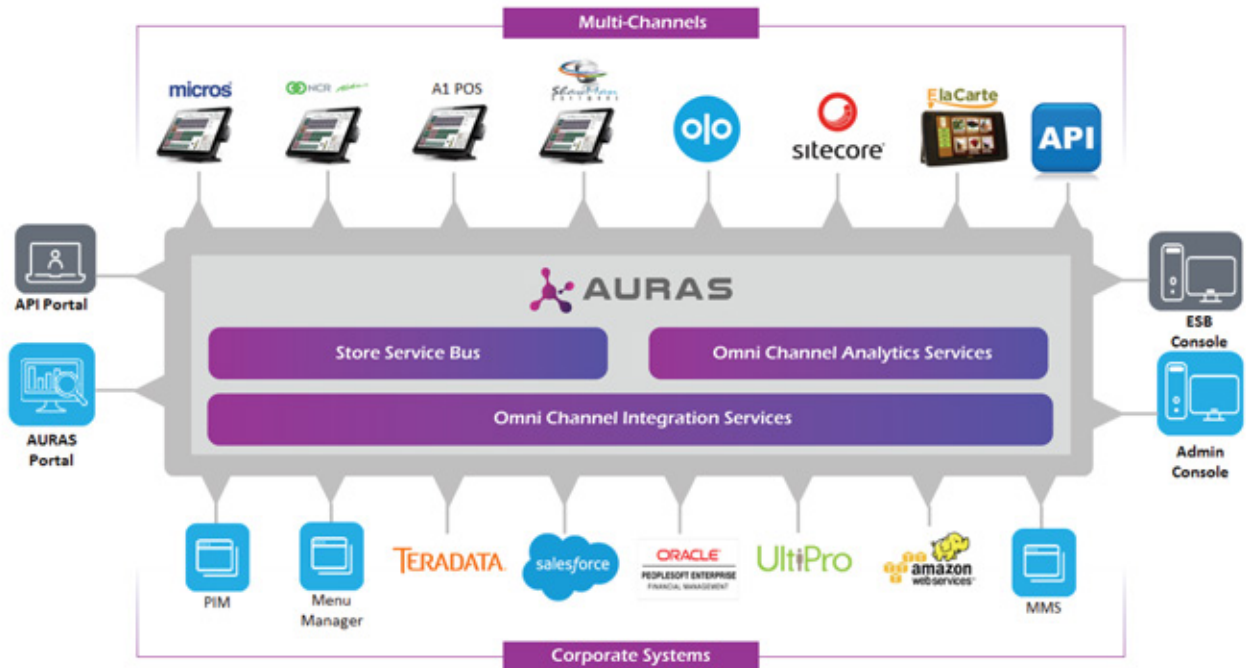
- Enterprise middleware for corporate, digital and franchise integration
- Identify target market, POS version and contact points
- Build once & install anywhere strategy
- Cloud host services with data encryption standards
- Phase by phase rollout (Pilot, International, Domestic)
- Communication forums, franchise sessions and managed services for support
- Dispatch SSE installer to franchise and provide support services
- Digital APIs for OLO, Sitecore and mobile app collaboration
- Data feed to big data analytics (AWS EMR) for market basket analysis

TECHNOLOGY SNAPSHOT



- **AURAS** - Omni Platform with SSE Package for every POS vendor (Micros, NCR, Shawman, Symphony an others)
- AWS EC2 Instances, AWS RDS (MySQL V 7.5), TeraData EDW, OLO APIs, Hadoop Processing (AWS EMR) and AURAS Portal

SOLUTION ARCHITECTURAL DIAGRAM



RESULTS AND ROI

Aspire's solution helped the customer achieve set of business goals along with additional value such as the following:

- Complete visibility of the restaurant operations and sales transactions
- Having one unified integration platform helps them to collate data from multiple POS systems (NCR Aloha, MICROS)
- AURAS platform helped the customer by reducing the go-to-market time by 30%
- Improved business agility allowing the company to leverage the middleware and extend the POS feed to support evolving BI needs
- Total elimination of manual intervention as all processes are automated
- POS feeds are made near real time against batch process currently followed
- AURAS platform provided the flexibility to customize the POS feed
- Extensive error handling comes and notification mechanism with the solution to include any after error process
- Used an unified system to handle multiple POS systems

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ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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