# Restaurant Chain Case Study

> MCG Global Services spearheaded a 15-month information management initiative—with Master Data Management as the centerpiece—of a restaurant chain of 500+ restaurants. The project strategically targeted improving the efficiency of its time-to-market, internal efficiencies and strategic capabilities.

## Background

Menu and recipe data are core to the business and growth objectives of this leading restaurant company. Despite its importance to the business, this information was not centrally stored and curated. This valuable data asset was scattered in multiple applications across the organization and often within third party systems. To gain control over menu and recipe data in order to manage and leverage effectively, they chose to implement a Master Data Management (MDM) initiative with MCG.

Master Data Management is a comprehensive method of integrating enterprise data assets into a common point of reference.

> *"Thank you team for your hard work to make the transition so easy!" –Project Sponsor*

## What we did

MCG performed the core components necessary for master data management:

- Tool Procurement & Configuration
- MDM Architecture Definition
- Communication, Feedback & Evangelism
- Workflow & Data Flow Definition
- Data Quality & De-Duplication
- Executed the MDM Development Lifecycle

One MCG resource put up a representative POC for their most complex subject area, menu, in 2 months.

The first phase populated information for Menu information to support core marketing requirements. This phase included Restaurant/Location information to support the association with menus to given restaurants.

Benefits realized as a result of this phase included:

- Consistent Guest Experience (Branding & Pricing) across all interactions (Online, Print, Promo, etc.)

- Reduction in Manual Effort
- Faster time to market for Promos
- Linking Menus with Locations.
- Consistent Restaurant info & staffing (ROD, RVP, etc.)

The second phase focused on recipe, nutritional, and allergen information. Data Items included Recipe, Raw Material, Allergen, and Modifier.

MCG published data to key subscribing systems.

Benefits that realized as a result of this phase included:

- Consistent Pricing cross channels
- Consistent conversion & recipe information for inventory
- Consistent training & Kitchen prep instructions
- Reduction in manual effort

## Focal impact areas

Our work had numerous impacts and positive measured outcomes that contributed to key company performance improvement initiatives:

- Enabled the chain to answer key business questions which cannot be quickly and reliably provided by the data today

- Developed a single standard definition of all reference data such as restaurant, menu item and recipe attributes

  - Reduced complexity and provide a more sustainable support model by building reference data once and leveraging it across all applicable solutions (e.g. Online Ordering, Restaurant POS, Mobile etc.)

  - Provided consistent and accurate data to facilitate the guest experience starting with the initial brand touch point

  - Through data stewardship, defined and developed organizational ownership of data, providing increasing likelihood of accurate, reliable, and standard data

- Improved insight of customers' dining needs and behaviors regardless of channel

- Enabled team members to focus their time on analyzing data for value initiatives vs. spending time collecting, merging and validating data inaccuracies

- Improved ability to react quickly to changing market conditions

- Created shorter data refresh and development cycles, simplified data architecture and standard data elements, reducing integration complexities and ongoing cost